

# WE INCREASED WEB TRAFFIC AND REVENUE FOR FERNISH

Fernish is a premium furniture and decor rental service on a mission to make it effortless to create your home. The brand launched a dynamic multimarket campaign where their services are now available.

## STRATEGY & TACTICS

- **Strategically Placed:** Fernish opened up services in New York and Washington DC and used out of home transit ads to introduce the brand to the markets. Subway Station Dominations, Liveboards, and street level (Bus and Urban Panels) targeted the young professional audience.
- **Creative Excellence:** The campaign featured floating furniture representing the lighter way to create your home. The weightless execution drove commuters to think differently on how they furnish their homes.
- **Client Success:** “For DTC brands, you have to start investing in top of the funnel and taking some big risks in terms of brand marketing spend to get the word out there in a bigger way. Out of home can be innovative and disruptive. It’s a great way for new DTC brands to make some fun noise.”  
- Evelyn Krasnow, CMO, Fernish



## RESULTS

81%

GROWTH IN WEBSITE TRAFFIC

111%

YEAR OVER YEAR LIFT IN REVENUE

PRESS

EARNED MEDIA IN FORBES AND AXIOS



fernish

SOURCE: OUTFRONTX, NOV 2022, “DTC BRAND BUILDER” [HTTPS://YOUTU.BE/GNYSFRPJP0](https://youtu.be/GNYSFRPJP0)

DISCLAIMER: OF COURSE, THE RESULTS OF ANY CASE STUDY ARE SPECIFIC TO ITS FACTS. WE CAN'T GUARANTEE THAT ANY OTHER CAMPAIGN WILL DRIVE SIMILAR RESULTS, INCLUDING INCREASED TRAFFIC, END-USER ACTIVITY, (CLICK THROUGH OR SECONDARY ACTION RATES), OR REVENUE.

OUTFRONT