

# WE HELPED FRESHDIRECT USE CONTEXTUAL RELEVANCE TO DRIVE CUSTOMER ACQUISITION AND INCREASE ORDER VOLUME

Online grocer FreshDirect partnered with Moments by OUTFRONT, the award-winning content platform, to engage with New Yorkers during their commute. Together, we developed a campaign that combined branded content with dynamic creative that changed based on key weather conditions during the winter months.

## STRATEGY & TACTICS

- **Strategically Placed:** The campaign ran citywide across New York City's subway system, Metro-North, and the Long Island Rail Road, combining digital livecards inside trains, and individual digital displays and triptychs on subway platforms.
- **Branded Content:** Moments by OUTFRONT publishing partner So Yummy developed a series of FreshDirect-branded recipes which ran on the Moments in Food content channel for the months of February and March.
- **Contextually Relevant:** Using real-time weather data as a trigger, the campaign offered 28 different meal suggestions based on the forecast. With so many variations of creative, the dynamic campaign remained fresh with on-the-go audiences.
- **Shoppable OOH:** Scanning the dynamic QR code in the ads brought consumers into a deep-linked, curated shopping experience designed to help hungry New Yorkers create the dishes featured in the campaign.

## CAMPAIGN RESULTS

- FreshDirect reported a rise in customer acquisition and an increase in order volume all across New York. [Learn more in this video.](#)

**freshdirect**

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.

