

# WE INCREASED BRAND AWARENESS FOR GEMINI

Gemini is a regulated cryptocurrency exchange, wallet, and custodian that makes it simple and secure to buy bitcoin, ether, and other cryptocurrencies. Gemini partnered with OUTFRONT to introduce itself with ads designed to educate its audience and establish its brand.

## STRATEGY & TACTICS

- **Strategically Placed:** To show consumers that the future of cryptocurrency has arrived, Gemini wanted to display out of home ads in the faces of the financial and technology community. To do that, Gemini followed members' journeys with buses, taxis, street furniture, urban panels, and subway ads in highly populated financial areas.
- **Creative Excellence:** The campaign's creative sparked a thoughtful dialogue about the future of money with phrases like "money has a future." The creative was designed to show consumers that the crypto revolution has the potential to solve meaningful, real-world problems that no other technology can, but only a thoughtful, rule-based approach will.
- **Client Success:** Beyond driving increased brand health, marketing efforts proved the ability to supercharge the lower funnel engine. Gemini saw 110%+ daily onboarded account volume, increased efficiency across direct response efforts, and 3x higher volume and conversion benchmarks even after the campaign ended.



SOURCE: OUTFRONTX, OCT 2022, "CRYPTO, NFT, WEB3 BRAND BUILDER" [HTTPS://YOUTU.BE/ADYL76U11WK](https://youtu.be/ADYL76U11WK)

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.



## RESULTS

18%

INCREASE IN BRAND AWARENESS

21%

INCREASE IN CONSIDERATION

32%

INCREASE IN PURCHASE INTENT



OUTFRONT