

WELCOME

HBO: Gossip Girl

November 2022

OUTFRONT/



Exit Downtown

86TH STREET

CAMPAIGN RECAP

HBO: Gossip Girl

- To promote Season 2 of “Gossip Girl,” HBO took to New York City’s iconic subway stations surprising fans.
- HBO turned to OUTFRONT to achieve an immersive experience for commuters, delighting fans with the iconic voice of “Gossip Girl,” Kristen Bell.
 - Subway Station Announcements
 - Liveboards
- Utilizing digital out of home, both the announcements and the Liveboards teased the premiere date leading up to the launch, then switched to “now streaming.”
- The campaign tied in with social media including various influencers who visited the famous “Gossip Girl” stations, saw the Liveboards, heard the voice announcement, and shared on social media.



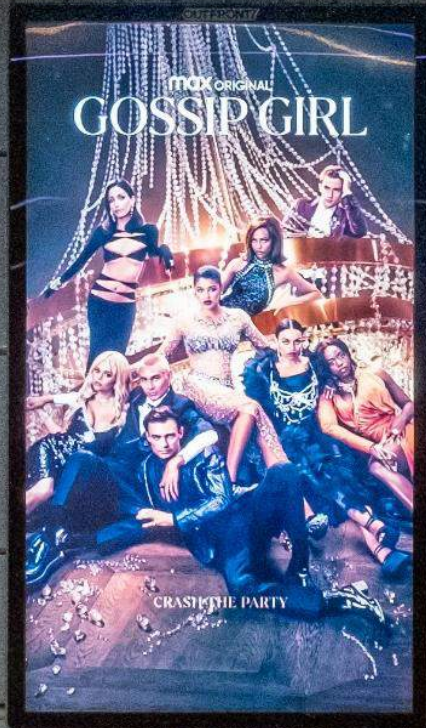
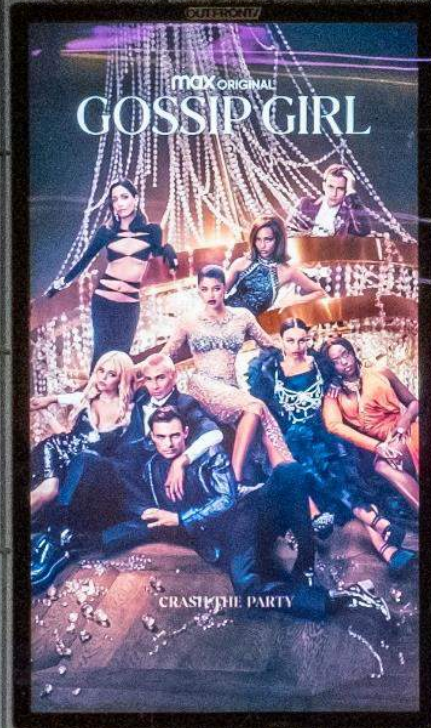
Click to
watch





Liveboards

Grand Central



Liveboards

Grand Central

Liveboards

86th Street





Liveboards

86th Street



Liveboards

Prince Street

SOCIAL RECAP

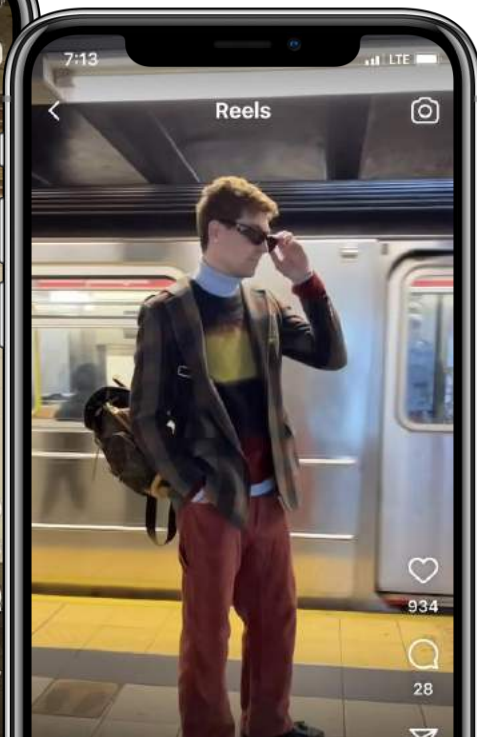
HBO: Gossip Girl

Leading up to the launch of Season 2 of “Gossip Girl,” influencers took to Grand Central, 86th Street, and Prince Street stations where Kristen Bell welcomed NYC to this upcoming season.

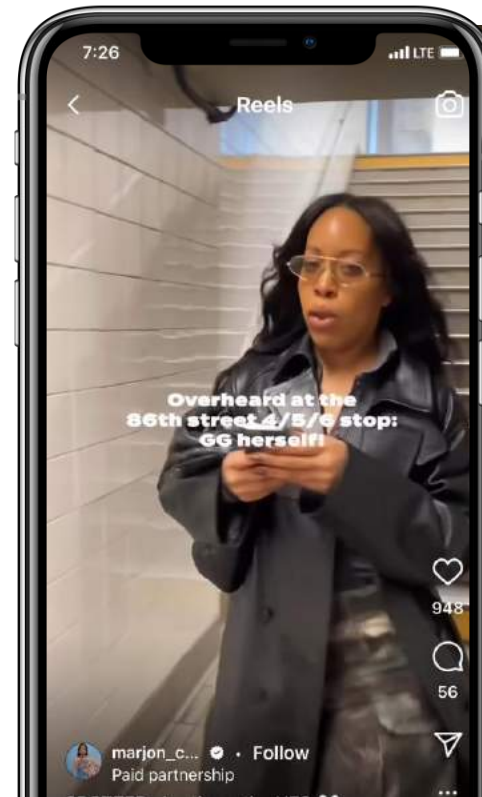
Click on the icon to check out the Influencers IG post about the campaign and hear the audio played in the subway



@veryharryhill



@marjon_carlos



SOCIAL RECAP

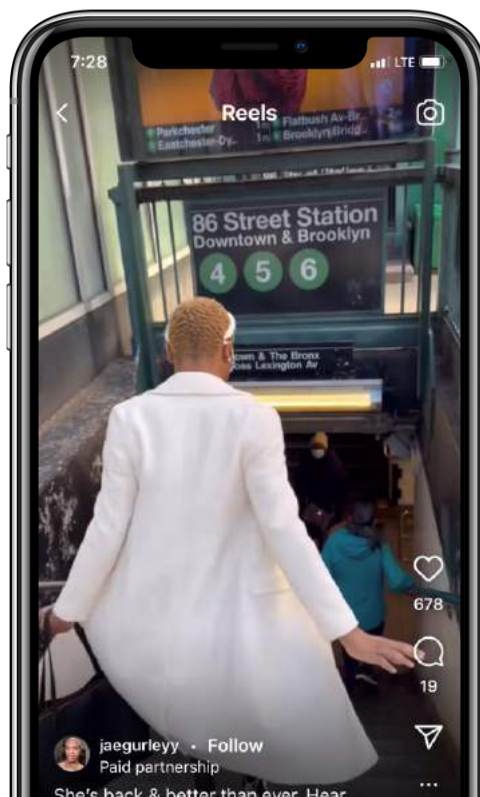
HBO: Gossip Girl

Leading up to the launch of Season 2 of “Gossip Girl,” influencers took to Grand Central, 86th Street, and Prince Street stations where Kristen Bell welcomed NYC to this upcoming season.

Click on the icon to check out the Influencers IG post about the campaign and hear the audio played in the subway



@jaegurleyy



@telshaanderson



SOCIAL RECAP

HBO: Gossip Girl

Leading up to the launch of Season 2 of “Gossip Girl,” influencers took to Grand Central, 86th Street, and Prince Street stations where Kristen Bell welcomed NYC to this upcoming season.

Click on the icon to check out the Influencers IG post about the campaign and hear the audio played in the subway



@spicy.mayo

