

# WE HELPED MAX CREATE A LIFE-IMITATES-ART CULTURAL MOMENT FOR CURB YOUR ENTHUSIASM

Billboards are more than just an advertising medium - they're a storytelling device. Just ask Max's *Curb Your Enthusiasm*, whose recent episode, "The Gettysburg Address," featured a subplot involving an OUTFRONT PRIME canvas.

In the episode, Susie Greene (Susie Essman) uses one of our Los Angeles billboards to advertise her "Catch as Caftan" business, proudly showing it off to an ever-dubious Larry David. Later, vandals add obscene graffiti to Susie's ad, a typically cringeworthy conclusion to a *Curb* misadventure.

But here's where the story gets interesting. Upon airing, fans discovered that Susie's ad was in fact on the Santa Monica Boulevard billboard in real life! Can you guess what happened next?

An activist art collective called INDECLINE faithfully recreated the obscene graffiti on the IRL billboard, making for an incredible life-imitates-art moment that instantly went viral. Suddenly, everyone was talking about caftans - and our billboard - and poor Susie.

The showrunners, who had gone on record wishing for just such a fan intervention, were delighted. Essman laughed about it in television interviews. But perhaps the biggest surprise was that just like Susie, HBO was actually using the billboard to sell caftans for real - life imitating art again!

What's not surprising is the #sOOH response, which continued for days as cord-cutters caught up. The conversation around the billboard achieved a potential reach of 42.6 million, on top of copious press coverage including stories from *The Hollywood Reporter* and *TMZ*. We'd describe that impact as pretty, pretty, pretty good. (Cue the theme song.)

## HIGHLIGHTS & RESULTS

- **Massive social buzz:** Potential reach of 42.6M
- **Mainstream media attention:** 289M+ UMs for coverage in outlets like *Deadline*, *Ad Age*, *The Wrap*, *AV Club*, *Slate*, and *The Hollywood Reporter*
- **Coverage on *Sherri & The Tonight Show with Jimmy Fallon*** (1.9MM viewers)



SOURCES: SPROUT SOCIAL, CISION  
DISCLAIMER: OF COURSE, THE RESULT 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.

