

WE INCREASED TICKET SALES BY 42% FOR CHICAGO'S IMMERSIVE FRIDA KAHLO EXHIBIT

OBJECTIVE

The Immersive Frida Kahlo Exhibit's OOH campaign objective was to generate awareness and excitement around the exhibit coming to Chicago and to drive ticket sales prior to the show opening in February 2022.

STRATEGY

This campaign utilized OOH messaging to reach Hispanic audiences, art enthusiasts, and tourists during the holiday season. The Immersive Frida Kahlo exhibit ran in trendy, hard-to-reach neighborhoods on digital posters as well as on large format expressway bulletins chosen to capture high impressions against the target audience.

RESULTS

OUTFRONT's OOH canvases brought the Immersive Frida Kahlo artwork to life. This campaign saw an instant up-tick in sales due to the OOH formats, and near the end of the campaign the exhibit saw a 42% lift in weekly sales. Multiple press outlets including TravelandLeisure.com, AFAR.com and LonelyPlanet.com covered the Immersive Frida Kahlo Exhibit.

"The campaign OUTFRONT was able to provide for Immersive Frida Kahlo was beneficial for the client's launch into Chicago. Frida creative provided the client valuable impressions to introduce this new exhibit."

— David Johnston, Media Supervisor - twenty6two International

FRIDA
Immersive Dream

SOURCE: 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. GEOPATH INSIGHTS SUITE, 2021



OUTFRONT

RESULTS

42%
LIFT IN WEEKLY SALES

42M
18+ IMPRESSIONS

9M
HISPANIC 18+
IMPRESSIONS

