

MIAMI

Inter & Co

2024



OUTFRONT

CAMPAIGN RECAP

Inter & Co

BACKGROUND

Inter & Co is a Brazilian banking platform expanding into the United States.

OBJECTIVE

Inter & Co wanted to expand and create awareness of their brand. Additionally, Inter & Co wanted this campaign to enhance their other marketing efforts, such as their sponsorship with the Orlando team stadium.

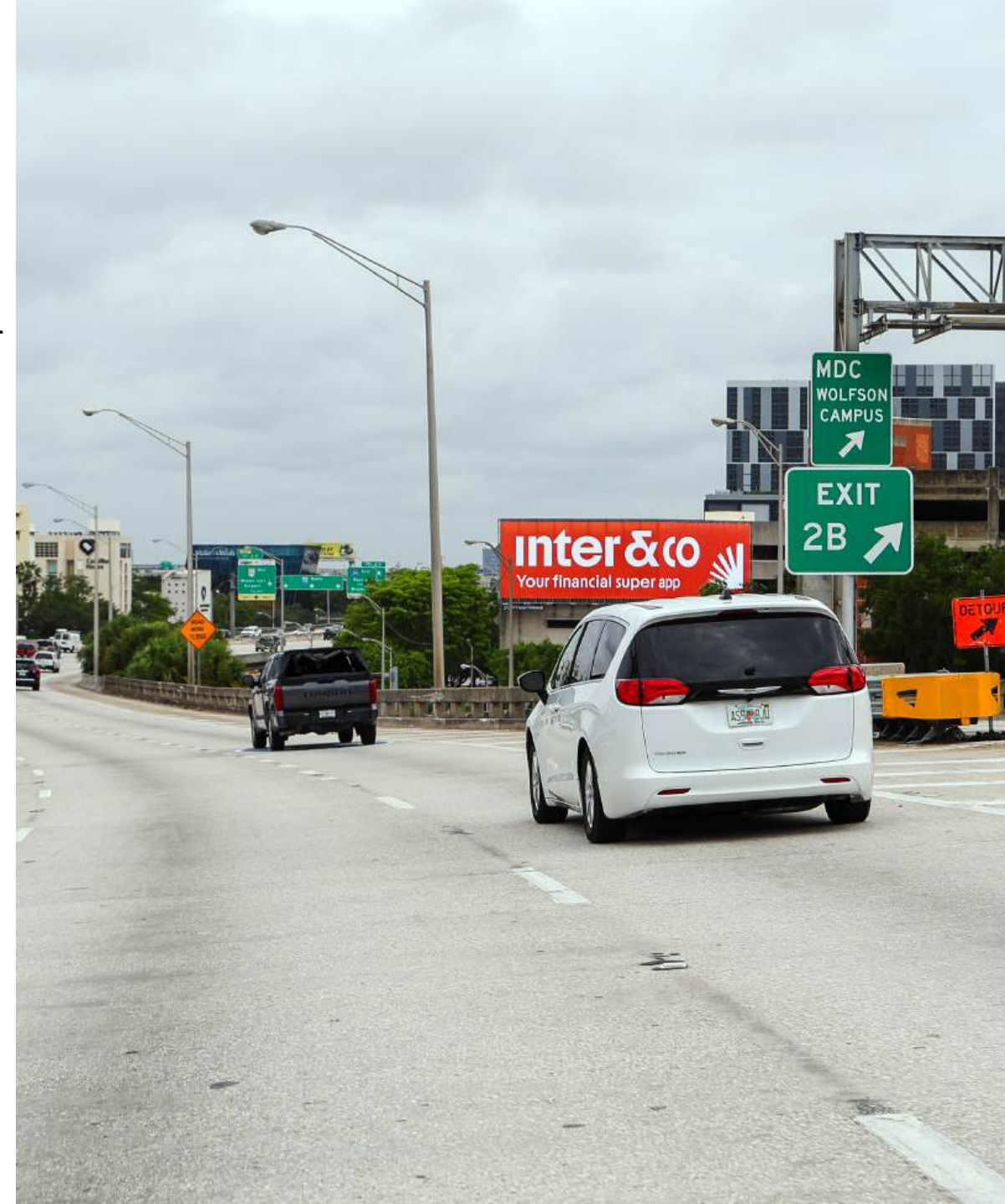
STRATEGY

Miami, and Florida in general, is a critical market for them due to the high Brazilian population density. Additionally, Miami allowed for high impact media formats that display and level of prestige and confidence.

- **DDA:** capitalize on the targetability and decreased costs
- **Metro Mover:** passes directly in front of officer windows
- **Trolleys:** High impact street level large format and has ideal reach and frequency
- **Wallscapes:** Create a huge impact and target Brickell, the financial district, and are the first major media formats when heading into Miami from the airport.

RESULTS

As a result of the campaign, Inter & Co witnessed a dramatic increase in their website visitation, users, & application registrations. The campaign was such a success and resulted in 3 additional campaigns.





CLEARANCE 19' 0"

Metro Mover



Wallscape MI-7187



Wallscape MI-7200



Wallscape MI-7067



Digital Bulletins

OUTFRONT 089

Inter & co

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Trolley