

# WE INCREASED ATTENDANCE AND REVENUE FOR THE INTERNATIONAL SPY MUSEUM

The International Spy Museum added OOH to their robust media mix to increase awareness for their new location and encourage people to purchase tickets. The museum wanted to communicate the message that they moved their location and that their interactive experience has changed.

## STRATEGY & TACTICS

- **Strategically Placed:** The campaign focused on high impact OOH units with both an underground and street level presence to reach their target audience.
- **Target Audience:** To reach their target audience of DC locals and tourists, the campaign ran in May and June during peak busy season in the district.
- **Creative Excellence:** Ads used cryptic messaging such as “Would you crack under pressure?” that challenged viewers to go to the museum and step into the shoes of a spy.



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.



OUTFRONT

RESULTS

12%

INCREASE IN REVENUE GOAL

