

WE HELPED KYLIE JENNER GET 81.3 MILLION PEOPLE TO WISH TRAVIS SCOTT HAPPY BIRTHDAY

To celebrate Travis Scott's birthday, Kylie Jenner gifted a billboard in LA featuring their daughter Stormi.

STRATEGY & TACTICS

- **Impact:** The billboard was placed in West Hollywood delivering high impact, reaching the family as they drive home and fans of the family.
- **Surprise and Delight:** Kylie used OOH's value proposition to 'surprise and delight' literally with her gift. Scott and fans began to share it with each other at scale.
- **IRL TO URL:** The billboard caught the attention of press outlets such as PEOPLE, Harper's Bazaar, and Entertainment Tonight. The billboard was also shared across social media reaching 37.1 million fans.

RESULTS

37.1M

REACHED ACROSS SOCIAL MEDIA CHANNELS

44.2M

MEDIA IMPRESSIONS

SOURCE: CISION & NUVI, 2019.

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.

