

WE HIT OVER 77M PRESS IMPRESSIONS WITH LEBRON JAMES REACTION BILLBOARDS

It was rumored in February that LeBron James would become an unsigned free agent. 76er fans put up three billboards on LeBron's route to practice in Cleveland to entice him to come play for their team. This strategic initiative sparked fans in other markets to do the same.

STRATEGY & TACTICS

- **Strategically Placed:** Billboards were located on busy highways and heavy commuter streets nationwide with copy featuring copy related to the market
- **Contextually Relevant:** Feb 26, 2018: 76ers fans post billboards on LeBron's route to practice in Cleveland. April-June: More fans from teams in NOLA, Sacramento, and NY join the courting game through strategic billboards. July 1: LeBron signs LA Lakers contract for \$154.4M. July 3: LA celebrates and the rest of the markets react
- **IRL to URL:** The billboards gained significant press coverage and sparked numerous conversations on social media. "LeBron Billboards" ranked second in Google search

SOURCE: NUVI, 2018 & CISION, 2018, & BILLBOARD INSIDER.

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

10M+

CONSUMERS REACHED ON TWITTER WITH PRE-DECISION BILLBOARDS

77.6M+

PRESS IMPRESSIONS PRE-DECISION

433.8K+

CONSUMERS REACHED ON TWITTER WITH POST- DECISION BILLBOARDS

50K+

PRESS IMPRESSIONS POST-DECISION

