

WELCOME

Exit Lafayette St & Houston St  
SW corner

EXIT 24

EXIT

Prohibited

12  
HOUR  
GRIP

Milk  
MAKEUP

HYDRO  
GRIP

Milk  
MAKEUP

HYDRO GRIP



# Milk Makeup

July 2023

OUTFRONT

## CAMPAIGN RECAP

# Milk Makeup

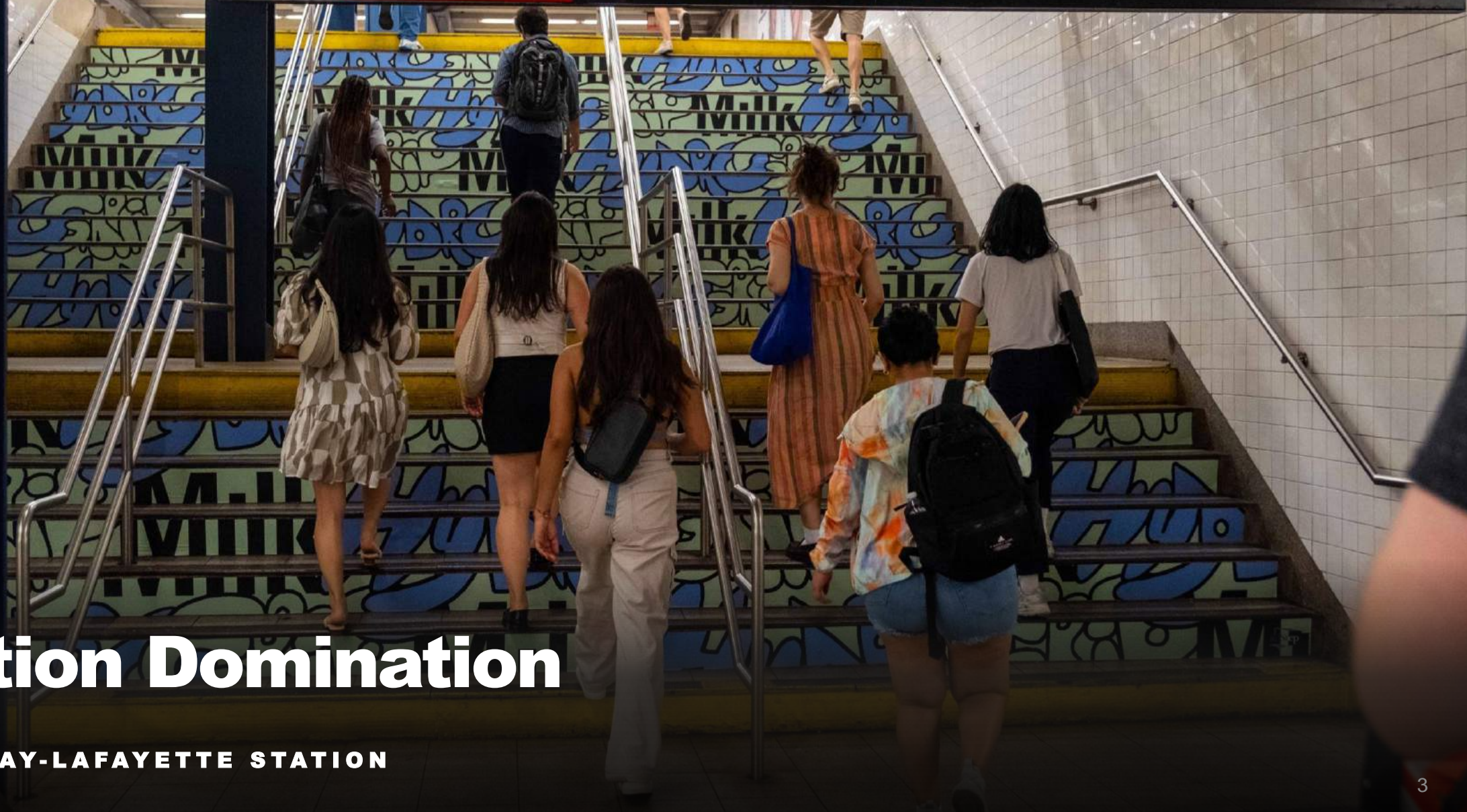
- Milk Makeup is a New York City-based cosmetics and skin care company created by the founders of Milk Studios. Despite its name, it is 100% vegan.
- NYC Subway ads were used to promote their Hydro Grip Primer, and educate New York City influencers, fashionistas, and commuters of the long-lasting quality.
- The campaign ran in trendy neighborhoods reaching beauty connoisseurs:
  - Station Domination
  - Broadway-Lafayette Station
  - Liveboards
- The Liveboards included full motion video drawing in the attention of the busy commuter.





**Exit**

Broadway & Houston St  
24 hour booth



# Station Domination

**BROADWAY-LAFAYETTE STATION**



# HYDROGRIP



Milk  
HYDROGRIP

## Station Domination

BROADWAY-LAFAYETTE STATION



Downtown B D F M

NORMAL EDD  
CAUTION  
Watch  
opening do

HYDRO GRIP  
Zodiac Skip



PRIMER + SETTING SPRAY

GRIPS MAKEUP FOR UP TO 24 HOURS. SHOP HYDRO GRIP PRIMER AND HYDRO GRIP SETTING SPRAY EXCLUSIVELY AT SEPHORA.

Milk  
MAKEUP



# Station Domination

BROADWAY-LAFAYETTE STATION



# Station Domination

BROADWAY-LAFAYETTE STATION



**PRIMER**

**Liveboards**

Broadway-Lafayette Street

Broadway-Lafayette St

0445

# Liveboards

**12 HOURS**

A CONSUMER PERCEPTION STUDY, 100% AGREED MAKEUP LASTED LONGER AFTER 12 HOURS.

FOCUS ON YOUR DEGREE WE'LL TAKE CARE OF THE REST.



SOCIAL RECAP

# Milk Makeup

Milk Makeup featured influencers in their “Hydrodrip” campaign in New York City. The brand took to social media to share the campaign in action. The influencers visited the station taking photos with their posters and sharing across their social media accounts.



@milkmakeup



@miss.siyanliu



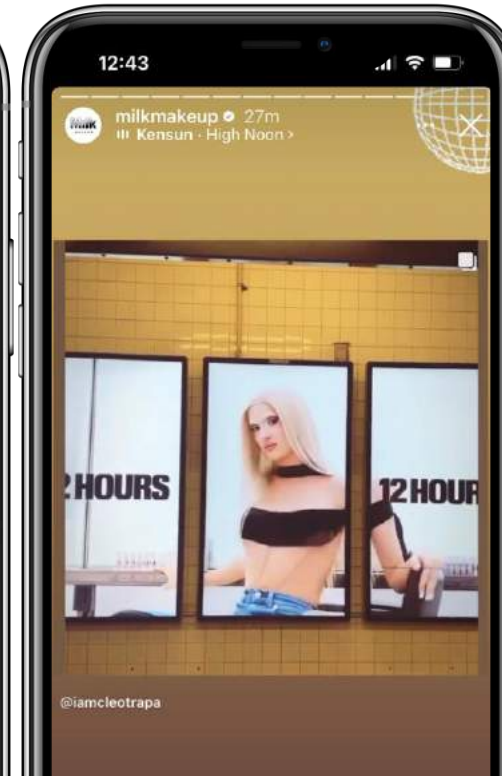
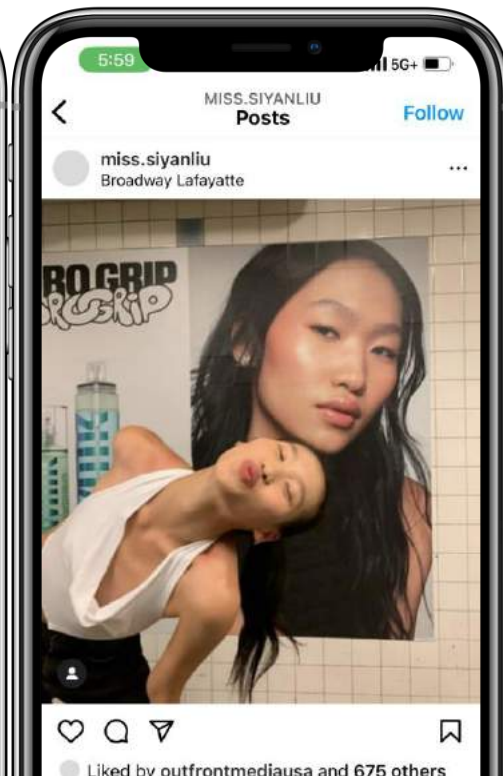
@yesitslali



@neoitgirl



@iamcleotrapa

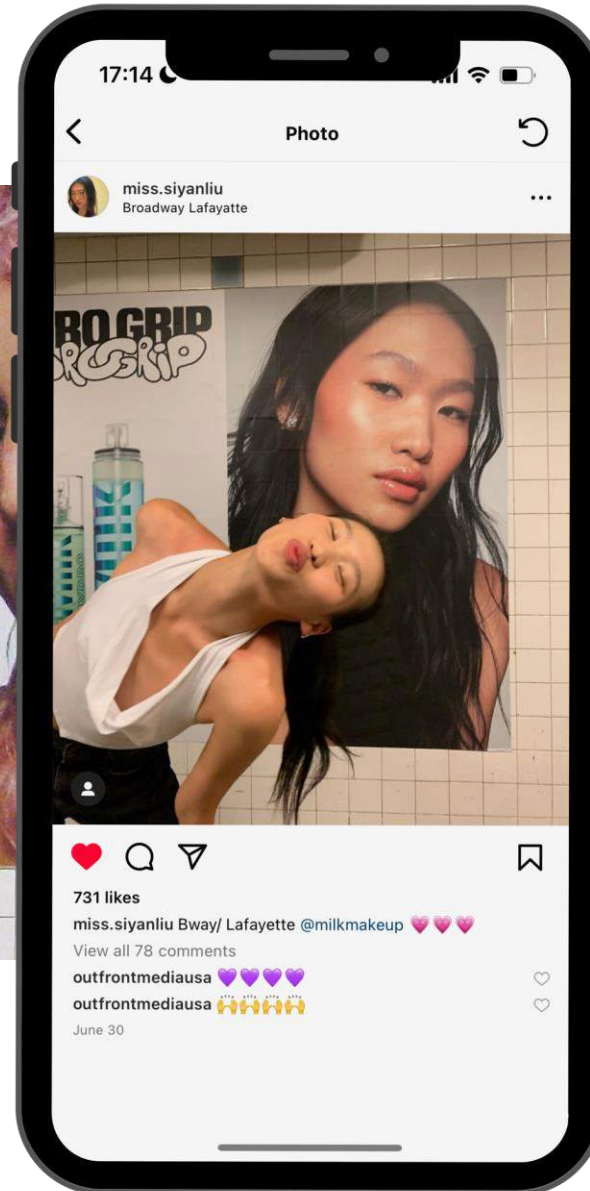


# MILK MAKEUP



35.7M Potential Reach

SOURCE: NUVI



## Markets

NEW YORK, NEW YORK

## Campaign Type



## Social Impact

