

# WE DROVE A 123% INCREASE IN WEBSITE VISITS IN BOSTON FOR MINGSBINGS

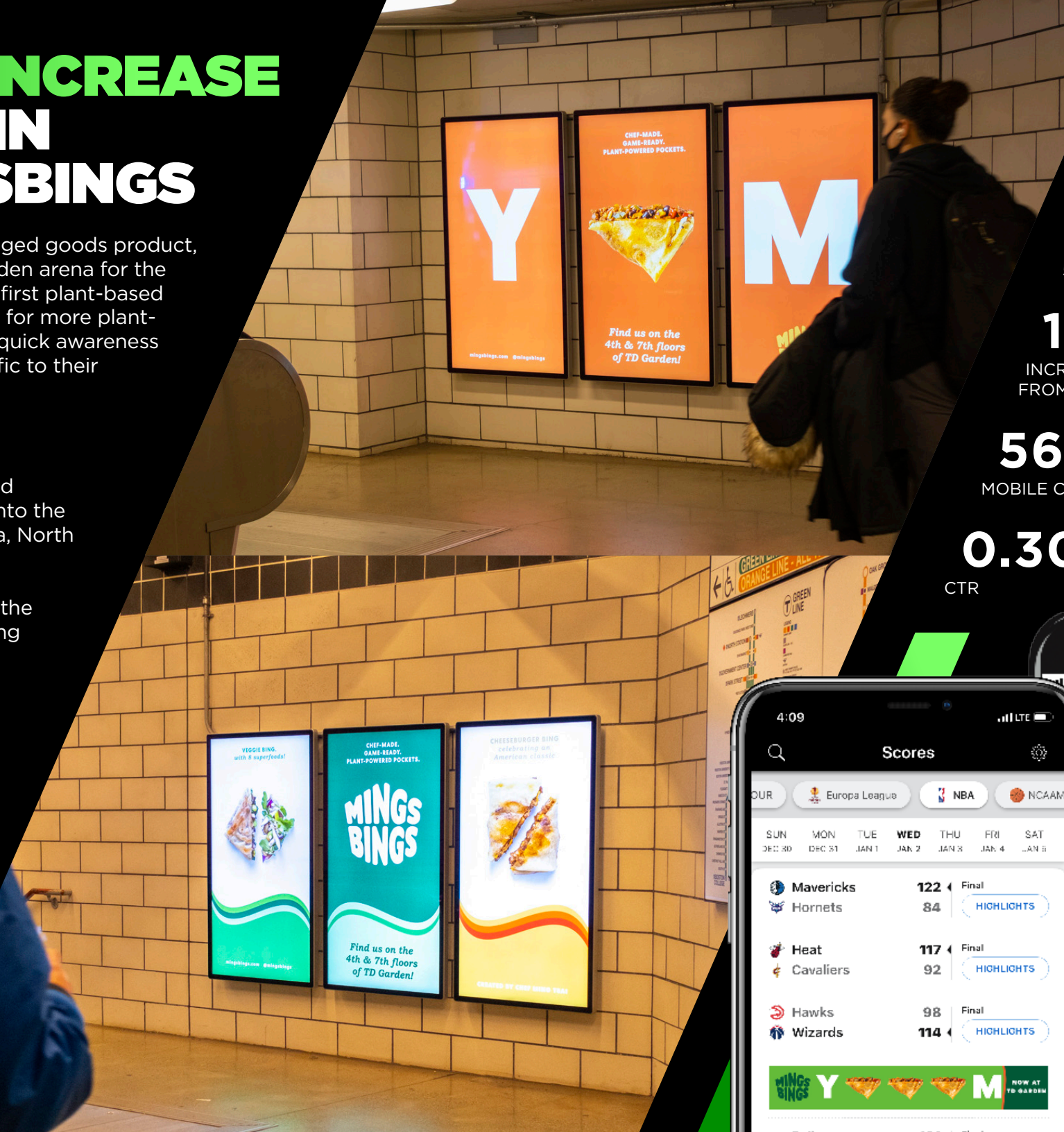
MingsBings, a fast growing Boston-based consumer packaged goods product, recently launched their plant-based pockets in the TD Garden arena for the Celtics and Bruins season. As a new brand, and one of the first plant-based items offered by the arena as consumer demand increases for more plant-based options, the brand was challenged with generating quick awareness of their product offering with game-goers and driving traffic to their concession stand.

## STRATEGY & TACTICS

- **Strategically Placed:** MingsBings utilized location-based advertising to target consumers as they were headed into the TD Garden. As a major commuting hub under the arena, North Station was the ideal station for ad placements.
- **Mobile Strategy:** Mobile ads were geotargeted around the TD Garden, grabbing additional impressions and building general brand awareness of the product.
- **Creative Excellence:** MingsBings focused their ads on two major draws - celebrity endorsement and visually appealing imagery. Celebrity Chef Ming Tsai, the creator of MingsBings, appeared on the ads alongside videos of the bite-sized offerings.



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OUTFRONT

## RESULTS

149%

INCREASE IN MOBILE VISITORS FROM THE BOSTON AREA IN THE 5 DAYS AFTER THE LAUNCH

123%

INCREASE IN OVERALL SITE VISITS FROM THE BOSTON AREA

563

MOBILE CLICKS

0.30%

CTR

