

WE HELPED DRIVE BRAND RECALL & VISITATION INTENT FOR MoMA

When New York's Museum of Modern Art wanted to see how its out of home advertising impacted brand lift, the iconic cultural institution turned to **OUTFRONT**. With the help of our independent measurement partner **MFour**, we evaluated the campaign's impact on awareness, recall, and consideration.

STRATEGY & EXECUTION

- **Market:** New York City
- **Media Used:** Subway station Liveboards in Manhattan, Brooklyn, Queens, and the Bronx
- **Campaign duration:** 20 weeks (February 12-June 30, 2024); creative in rotation, new stations activated weekly
- **Methodology:** Control vs. Exposed

OUTCOMES

- The **55% ad recall** greatly exceeded MFour's 38% benchmark.
- **Brand awareness rose**, both unaided (31%) and aided (22%).
- Of those recognizing the ads, **53% recalled the main message** and **58% expressed intent to visit MoMA**.
- **Brand opinion and consideration lifted** by 6% each among ad recognizers.
- Ad recognizers' **likelihood to visit lifted** by 5%.

MoMA

SOURCE: MFOUR
DISCLAIMER: OF COURSE, THE RESULT 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.



RESULTS

55%

AD RECALL

58%

MORE LIKELY TO VISIT

+31%

LIFT IN UNAIDED BRAND AWARENESS