

WE SAW A 110% LIFT ABOVE THE MOBILE CTR BENCHMARK FOR THE MUSEUM OF FINE ARTS

Boston's Museum of Fine Arts (MFA) was looking to use OOH to promote the first featured exhibit since reopening during the COVID-19 pandemic. Combining a specialty billboard on a major gridlocked roadway with a strategic mobile geofence resulted in a high-impact, high-impression campaign.

STRATEGY & TACTICS:

- **Creative Excellence:** Keeping the creative consistent across formats allowed for increased brand recognition, while the clear call-to-action on the mobile graphic drove user engagement.
- **Strategically Placed:** The MFA implemented a highly visible campaign using thoughtful placements throughout the downtown, greater Boston, and greater Massachusetts areas, allowing them to reach their target market across multiple touchpoints.
- **Mobile Retargeting:** The mobile portion included a strategically curated zip code group, with retargeting layered in to increase frequency in those targeted areas.



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.



RESULTS

1,000,157

MOBILE IMPRESSIONS DELIVERED

6,275

CLICKS

110%

LIFT IN CTR

