

WELCOME

↑ Boarding

# New York Times Gaming: Spelling Bee

September 2022

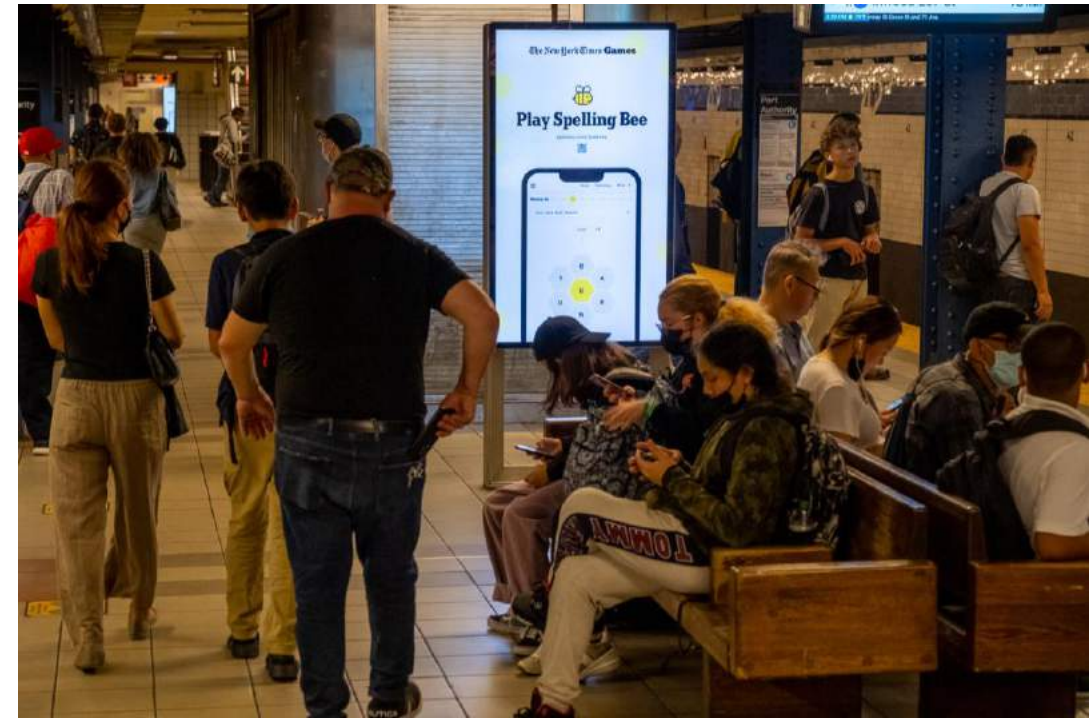
OUTFRONT/

ZARA

## CAMPAIGN RECAP

# New York Times Gaming: Spelling Bee

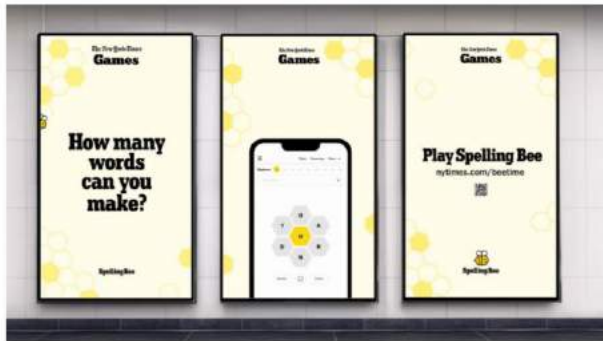
- New York Times leveraged a digital out of home campaign to bring awareness and increase users to their game “Spelling Bee.”
- NYT turned to OUTFRONT to achieve an immersive experience for commuters coinciding with back to school and return to office. Turning the commute into a challenging puzzle game.
  - Livecard MAX (Motion Advertising Experience)
  - Liveboards
- Daily “Spelling Bee” tips were featured in the Livecard MAX trains helping gamers along with the puzzle each day.
- Gamers who shared on social with #BeeTime drove \$1 donations to First Books non-profit supporting education.
- Celebrity, Andy Cohen, jumped on the subway to play his favorite game, “Spelling Bee,” and posted to social garnering impressions globally.



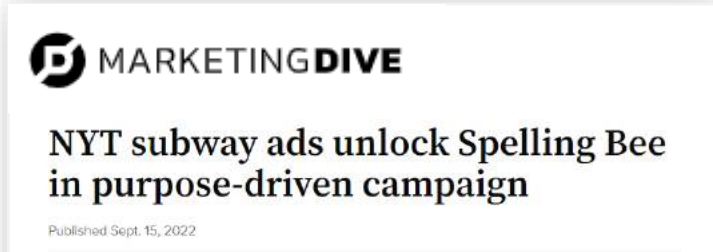
# New York Times Games Invites Spelling Bee Players to Game for Good



Play the daily puzzle featured on New York subway trains and across the country to help donate to First Book, an organization working to ensure every child has access to a quality education.

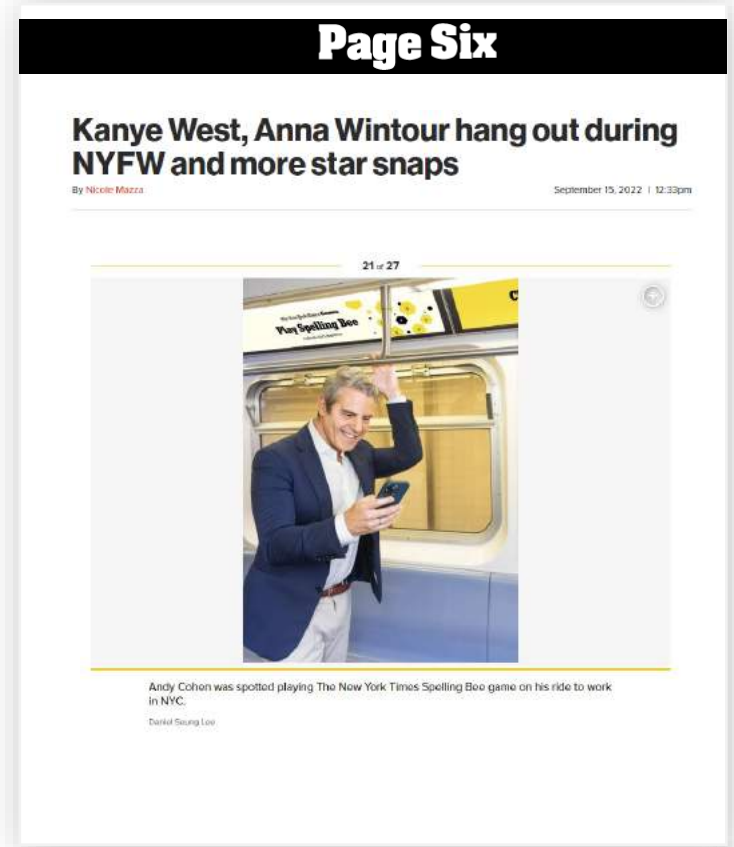


As students head back to school and we begin to settle into fall routines, New York Times Games is encouraging everyone to find a little #beeetime via its much loved Spelling Bee game. Starting today, New York City subway commuters are invited to spell together using digital Spelling Bee gameboards on subway trains and platforms on the E, F, G, R, 4, 7, L, J lines. This follows a new collaboration with OUTFRONT Media, utilizing their dynamic Livecard Motion Advertising Experience (Livecard MAX).



#### Dive Brief:

- The New York Times' games division is running a digital out-of-home (OOH) campaign on subway trains and platforms in New York City to promote its Spelling Bee title, according to an announcement.
- The effort features QR codes that take players to the daily Spelling Bee, along with giving hints and tips to solve the puzzle. For every person who shares a "Genius" or "Queen Bee" status using the hashtag #beeetime and tagging @nytgames, the company will donate \$1 (up to \$500,000) to First Book, which distributes educational resources to those in need.



RESERVE EDR 212-712-4236



14

The New York Times  
**Games**

**How many words can you make?**

SpellingBee

The New York Times  
**Games**

SpellingBee

Play

The New York Times  
**Games**

**Play Spelling Bee**

[nytimes.com/bee](https://www.nytimes.com/bee)

SpellingBee

STATION DEPT. OF TRANSPORTATION

Station Environment Superintendent's office

# Liveboards



The New York Times Games

Play Spelling Bee

nytimes.com/beetime




Liveboards

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**Games**

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# Liveboards

Double down. Let's up the odds, not the price.

HAPPY FEBRUARY

The New York Times Games  
**Play Spelling Bee**  
 nytimes.com/beetime

Statistics

**Always Bee Improving**  
 Track your stats from good to great and beyond.

Please

L3



The New York Times Games

Y E H  
 T O N  
 P

**How many words can you make?**

Try Today's Spelling Bee  nytimes.com/beetime

**Livecard MAX**



# Livocard MAX



## SOCIAL RECAP

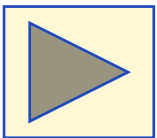
# New York Times

New York Times is going viral, partnering with celebrity Andy Cohen, to promote their game, “Spelling Bee”.

Aligned with New York City back to school, digital subway ads shared daily tips. And for each game shared on social, \$1 is donated to an educational non-profit.

## 5M+

potential reach across social



Click to like IG post of the campaign



“As a New Yorker and a proud member of the #hivemind, the New York Times Games Spelling Bee is my daily ritual and one of the few productive ways I spend time on my phone. I’ll be hitting the subway to play with my fellow puzzle people while introducing more people to the joy of this game.”

- Andy Cohen, television host and producer

