

WE DROVE OVER 250,000 IMPRESSIONS FOR NIGHT SHIFT BREWING

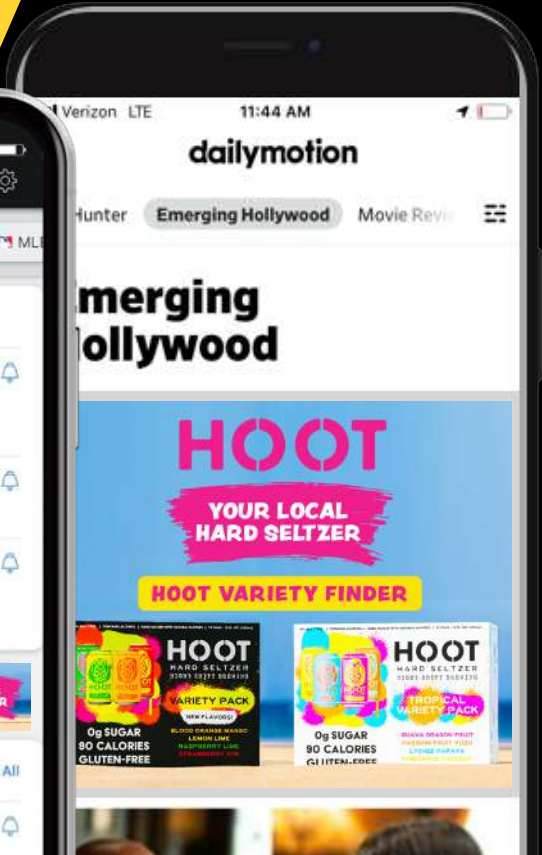
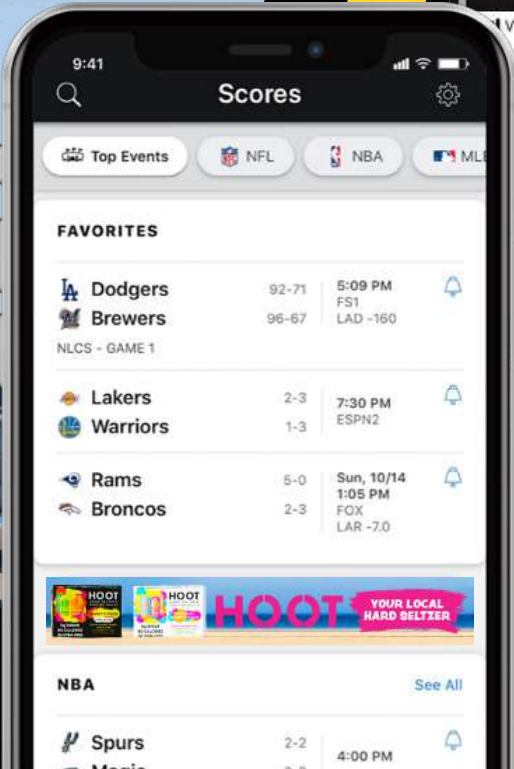
Night Shift Brewing is a popular brewery in Boston that recently launched a line of spiked seltzer. To successfully enter such a saturated market, Night Shift used OOH to promote the new line to raise general product awareness and jumpstart sales at partner store locations.

STRATEGY & TACTICS

- **Strategically Placed:** Anchoring the campaign with two high-impact bulletins north and south of the city gave Night Shift the impactful presence they needed to promote their new product line.
- **Mobile Strategy:** Digital ads were pushed to mobile users in the vicinity of the bulletins to reach viewers a second time with a more engaging platform.
- **Creative Excellence:** Bright and eye-catching creative aided in recognition, while the simple layout ensured drivers passing by the boards were able to absorb the campaign’s message.



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.



OUTFRONT

RESULTS

251,132

MOBILE IMPRESSIONS
DELIVERED

744

CLICKS

0.30%

CTR