

# WE INCREASED MENTIONS OF OKCUPID ON SOCIAL MEDIA BY 50%

OkCupid utilized OOH media to drive awareness of the app through redefining the F in DTF, while simultaneously aligning a better dating experience with the brand.

## STRATEGY & TACTICS

- **Strategically Placed:** Large format OOH, including bulletins and walls, and transit advertisements were featured in NYC, Chicago, San Francisco, and Washington DC
- **Creative Excellence:** The creative featured better alternatives to the original meaning of DTF. Each piece ended the phrase differently including: Down to Fight about Politics, Down To Fly the Red Eye, and Down to Fall Head Over Heels
- **IRL to URL:** The campaign received significant press and social media attention



SOURCE: NUVI, 2018, ADWEEK.

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

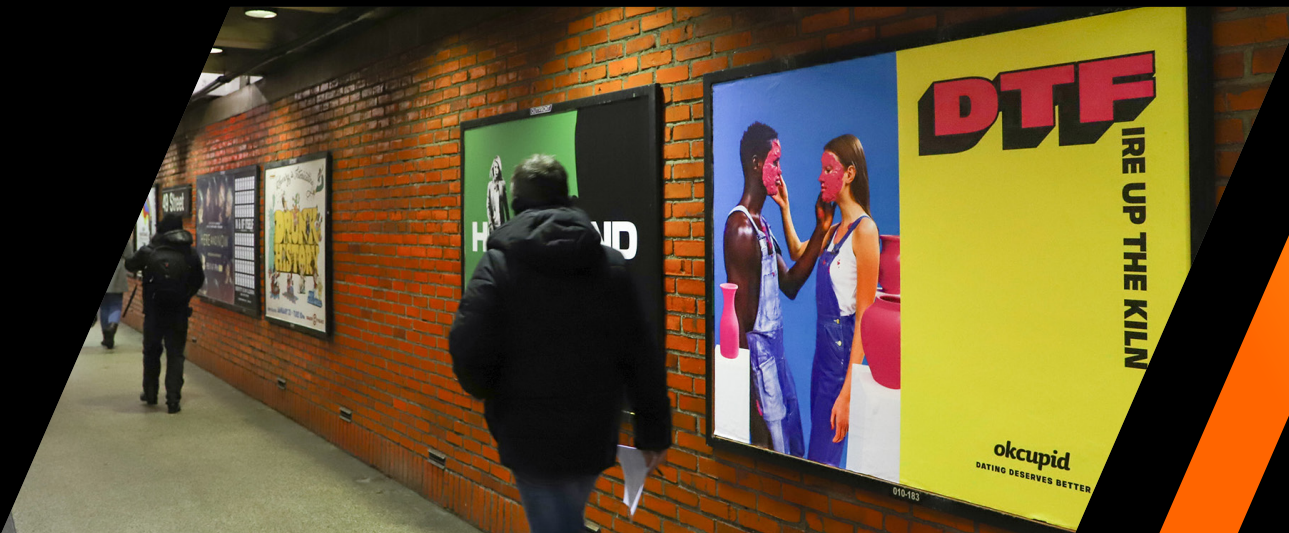
RESULTS

50%

INCREASE IN MENTIONS ON SOCIAL MEDIA

1.6M

CONSUMERS REACHED ON TWITTER



DTF ILL THE COOLER  
DTF IND SHADE  
DTF ANTASIZE ABOUT 2020  
DTF LEA MARKET  
DTF IX DATING

Annie @amaze10 · 7/24/18  
@okcupid ads make me happy when I get on the subway and that's no small feat.  
Disclaimer: slightly biased since I met the incomparable @SpezioSWR via the site.