WE HELPED DRIVE DIGITAL ENGAGEMENT FOR PEABODY ESSEX MUSEUM EXHIBITIONS

With roots dating back to 1799, Peabody Essex Museum (PEM) is a cultural gem in Salem, Massachusetts—a beloved Halloween hotspot that draws millions each fall. To capitalize on this tourism goldmine and boost ticket sales, PEM partnered with OUTFRONT's XLabs to launch an immersive digital OOH campaign using QRad technology. The campaign captivated museum lovers and tourists heading to Salem during spooky season.

STRATEGY & TACTICS

Strategically Placed: PEM placed ads at North Station, a key transit hub in New England and the only commuter rail link between Boston and Salem. The campaign used dynamic, interactive ads on Liveboards to engage commuters amid the busy Halloween season.

Creative Excellence: PEM elevated their out of home campaign by utilizing QRad, a cutting-edge technology that puts audiences in control of their ad journey. Here's how it worked:

- Liveboard ads targeted Salem-bound commuters with the message: "Headed to Salem for an eerie adventure. Who will you meet next?" prompting a QR code scan.
- Passersby scanned the QR code, leading to a landing page where users could take their pick—an accused witch, a magician, or a cute animal.
- Their selection transformed both their phone and the ad in real time, triggering a corresponding Liveboard linked to PEM's exhibitions. On their mobile devices, users could then learn more and purchase tickets.

Campaign Results: The QRad campaign successfully generated over 4,200 QR code scans and 1,600 secondary clicks, showcasing how technology can revolutionize OOH transit advertising and drive measurable engagement.

P|E|M Peabody Essex Museum

SOURCE: OUTFRONT XLABS

OUTFRONT

RESULTS

4,200+
QR CODE SCANS

1,600+
SECONDARY CLICKS FOLLOWING THE INITIAL SELECTION