

WE INCREASED SALES FOR RO TELEHEALTH

Ro, launched in 2017, is a direct-to-patient healthcare company with a mission of helping patients achieve their health goals by delivering the most convenient and effective care possible. Following the brand's launch, transit out of home in New York was used to drive brand awareness.

STRATEGY & TACTICS

- **Strategically Placed:** To normalize the conversation around men's health, Ro took to the subway to reach New Yorkers and further introduce the brand. Over the brand's 6 years in business, through various product and service enhancements, Ro continues to trust NYC subway and commuter rail ads to drive sales.
- **Creative Excellence:** From the beginning, Ro used transit OOH to openly talk about the stigma of health care and provide consumers with health options to meet their goals. "Now because of Ro talking about it [men's health on subway ads] isn't taboo anymore."
- **Client Success:** "Prominent advertisements for Ro were placed on NYC subways and sales went from zero to \$1 million in a month." - Zachariah Reitano, Co-Founder and CEO, Ro Telehealth

ro

SOURCE: WALL STREET JOURNAL "HE SOLD BURRITOS OUT OF HIS APARTMENT WINDOW. NOW HE'S RUNNING A \$7 BILLION STARTUP." 11/24/23

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

\$1M
IN SALES IN A MONTH



OUTFRONT