

WE BUILT TRUST AND MEDIA ATTENTION FOR ROMAN

Roman is a digital health clinic, the future of men's health. Roman had just released their men's multivitamin product and were looking for a strong way to raise awareness throughout NYC around their men's healthcare vertical.

STRATEGY & TACTICS

- **Strategically Placed:** Once vaccinations became readily available, Roman wanted to be one of the first brands to officially greet subway riders as they returned to mass transit. Seeking an uncluttered environment, station dominations provided the health brand ownership at the busiest and most prominent subway stations.
- **Creative excellence:** The ads showcase a few of the most popular men's healthcare products - including their new multivitamin, and hair loss treatment solution. Creative messaging varied between strong brand awareness, logos, and vanity URLs to track effectiveness.
- **Campaign success:** "Right or wrong, when you see a brand advertising on the subway, you think, 'That's a big company I can trust.'" Rob Schutz, Co-Founder of Roman



RESULTS

PRESS

OF THE ROMAN CAMPAIGN

1M+

POTENTIAL REACH OF THE DRUM ARTICLE



roman

SOURCE: THE DRUM "TOP DTC BRANDS FROM ROMAN TO BROOKLINEN ON THE NEXT WAVE OF OUTDOOR ADS" 07/13/21

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