

WE HELPED DRIVE SOCIAL ENGAGEMENT FOR SNOWFLAKE

Snowflake is a cloud computing company that enables data storage, processing, and other analytic solutions for their clients. They deliver the Data Cloud, which is a global network where thousands of organizations can mobilize data with near-unlimited scale, concurrency, and performance. To stay top of mind with their target audience, they rely on OOH to help with branding and awareness.

STRATEGY & TACTICS

- **Strategically Placed:** Snowflake utilizes OOH year-round to stay top of mind. Whether promoting new partnerships, client successes, upcoming events, or just general branding, they keep the messaging fresh. They strategically selected a bulletin on the heavily trafficked U.S. 101 to reach daily commuters from Silicon Valley as well as business travelers from San Francisco International Airport.
- **Creative Excellence:** Understanding the natural synergy between OOH and social, Snowflake promoted their success story with the popular dating app Bumble during the month of February. Creative was not only timely but also cheeky blending together both brands effectively with the message 'officially data-ing, swipe right faster in the Data Cloud'.
- **Campaign Success:** The campaign was an immediate success gathering over 230,000 added social media impressions and 7,000 engagements across Instagram, LinkedIn, and Twitter.
- **Client Praise:** "A great OOH campaign should make its way to the digital world. We measure the social impressions and interactions of our campaigns and we know we've hit the mark with a message when the number of interactions on our social channels goes up significantly."

— Vendela Fouchenette
Sr. Global Brand Manager
Snowflake



SOURCE: SNOWFLAKE

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

230K
SOCIAL MEDIA
IMPRESSIONS

7K
SOCIAL MEDIA
ENGAGEMENT

**"PARTNERING WITH
OUTFRONT ON OUR
OOH CAMPAIGN HAS
BEEN A KEY TO OUR
SUCCESS"**

