

WE DROVE 125% MORE IMPRESSIONS FOR START-UP SWIPPITT

Swippitt is an innovative tech start-up addressing a common modern challenge of keeping phones charged on the go. The brand partnered with OUTFRONT to launch its first out-of-home campaign, leveraging high-traffic, highway travelers en route to Coachella and Stagecoach, where access to power outlets is limited and staying connected is key. Swippitt's debut OOH campaign proved highly successful, generating impressive performance metrics and validating OOH as a powerful medium for reaching consumers at moments of real need.

STRATEGY & TACTICS

- **Strategically Placed:** During Palm Springs festival season, Swippitt utilized a billboard along the I-10 Freeway – a primary route to Coachella and Stagecoach – ensuring maximum visibility among thousands of music lovers. This strategic placement allowed Swippitt to reach the ideal audience of digitally engaged festival-goers relying on their devices throughout the day.
- **Creative Excellence & Amplification:** Swippitt's creative stood out with contextually relevant imagery of festivalgoers and delivered a clear, compelling message stating "Power your phone in 2 seconds," along with Swippitt's name boldly stated. Extending reach beyond the physical board, Swippitt activated a social engagement push on LinkedIn, encouraging followers to spot and share photos of the billboard in the wild for a chance to win a free Instant Power System.
- **Client Success:** Swippitt shared that the OOH campaign "turned out to be one of the most fun and rewarding marketing activities we've explored so far," noting that "what we can see is pointing to clear returns" from the effort.

"We want Swippitt to be the brand that comes to mind at that moment. Or one they've seen and are curious to learn more about. This campaign confirmed people's pain point, reached people where it matters, and built the kind of awareness that doesn't always show up neatly in a dashboard. And yes, it's also very cool to say we had a Coachella and Stagecoach inspired billboard."

-Karen Glynn, Co-Founder & Head of Marketing at Swippitt

SOURCE: SWIPPITT

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

125%

MORE IMPRESSIONS
DELIVERED THAN NON-OOH
CAMPAIGNS

72%

LOWER COST TO ACHIEVE
RESULTS

70%

REDUCED COST PER CLICK

