

WE WENT VIRAL REACHING OVER 8.8 MILLION NEW YORK AND LOS ANGELES RESIDENTS WITH THE HELP OF THE GRINCH

In preparation for the holidays and the movie release, Universal's witty outdoor campaign featured comments from the Grinch himself, tailored to the city.

STRATEGY AND TACTICS

- **Strategically Placed:** Universal picked OOH placements in locations where New York and Los Angeles residents and commuters travel every day
- **Creative Excellence:** The OOH was simple yet punchy. Each asset featured a green background with the Grinch's face alongside a message for his readers. All messages were contextually relevant for example, in LA, the Grinch tells people, "Of course you'll make it as an actor" and in NYC, "Good luck getting those Hamilton tickets."
- **IRL to URL:** The billboards have struck a cord with NY and LA natives, driving people to share across social platforms. Even Benedict Cumberbatch, the actor behind the Grinch's voice, applauded the campaign saying, "I love them. The billboards are a very adult way into enjoying what The Grinch is about."
- **Client Praise:** "The billboards really did move the needle. You always hope for things to go viral"



SOURCE : ENTERTAINMENT WEEKLY, HOLLYWOOD REPORTER, & NUVI 2018.

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

8.8M+

PEOPLE REACHED ON TWITTER

3.2M+

ADDITION PEOPLE THE OOH SPREAD TO ON TWITTER

7.8K+

UNIQUE MENTIONS OF THE GRINCH BILLBOARDS

\$67.6M

IN TICKET SALES OPENING WEEKEND

