

WE DELIVERED **INCREASED AWARENESS** FOR VKTRY

With the use of OUTFRONT's **Digital Direct Ad Server**, VKTRY was able to substantially increase the reach of their local campaign.

STRATEGY & TACTICS

- **Creative Consultation:** The OUTFRONT Studios team worked closely with VKTRY's creative department to create bespoke creative materials that truly stood out from the competition with the use of multiple extensions.
- **Impression-Based Buying:** Even though the majority of VKTRY's campaign consisted of spot buys on static billboard units, a small portion was allocated to impression-based advertising. This allowed VKTRY to expand their campaign reach statewide. This resulted in a significant boost to their total impression count.



RESULTS

+13%

BONUS IMPRESSIONS
DELIVERED

43M

TOTAL IMPRESSIONS

“WE REALLY ENJOYED WORKING WITH THE OUTFRONT TEAM! GREAT, FRIENDLY SERVICE - AND A PRODUCT THAT DELIVERED FOR US. HOPE TO WORK WITH YOU AGAIN!” - STEVE WASIK, CEO