

WE HELPED DRIVE AWARENESS AMONGST MARKETERS FOR WEBFLOW'S FIRST BRAND CAMPAIGN

Webflow is a San Francisco based company that provides a platform for web design and hosting. In its debut of its first brand campaign in the company's 11-year history, Webflow leveraged OUTFRONT to target locations with the highest concentration of marketers in San Francisco. Paying homage to the founders' roots running customer support, they used creatives that share clever advice for marketers.

STRATEGY & TACTICS

- **Strategically Placed:** Taking advantage of summer travel and hybrid workers, Webflow leveraged eye-catching station dominations at major transit hubs with high dwell times such as BART and CalTrain Stations. They also utilized other OOH media to target airports.
- **Creative Excellence:** The creative championed the success of its customers, such as Orangetheory, Ramp, and DocuSign, and the way they utilize Webflow to build and grow their sites. It also featured Brand messaging to introduce their enterprise capabilities to new users.
- **Timely Execution:** The campaign was strategically timed with it launching after naming Linda Tong as Webflow's new CEO and acquiring AI startup, Intellimize, to expand its wheelhouse to include marketing optimization. In addition, the campaign ran just before Webflow's annual user conference.



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

"WE'VE STRATEGICALLY TAKEN OVER KEY OOH LOCATIONS AROUND THE SAN FRANCISCO BAY AREA WITH HIGH FOOT TRAFFIC TO HERO THE INCREDIBLE COMPANIES WHO CURRENTLY BUILD ON WEBFLOW. WE'RE EXCITED FOR WEBFLOW TO NO LONGER BE JUST A WEB DEVELOPER'S BEST-KEPT SECRET,"

-DREW FORREST, DIRECTOR OF CONNECTIONS STRATEGY, NICE&FRANK

