

WE INCREASED WEB VISITS AND INQUIRIES FOR WINGMAN

Wingman is a non-traditional dating app that allows friends, family, and coworkers to intervene to help the single find love. The brand learned of the tragic circumstances of Molly and Beth, a mom with terminal cancer who wanted to find love for her daughter, and turned to out of home to act fast and get as many eyes as possible on the pair.

STRATEGY & TACTICS

- **Strategically Placed:** A large billboard in the center of Times Square was most effective way we could help grant the dying mother’s last wish. It was more personal to the brand, as opposed to a strategic reason for putting up the billboard. Wingman assumed at the very least that the mother/daughter duo would have some fun and create memories. The brand is all about helping others so it fit within their ethos.

- **Client Success:** “We couldn’t have envisaged that we’d get 1,000+ press pieces from top tier media across the world and so much attention for them both. Thousands of people emailed in to help, support and suggest their son or brother as a potential match for Molly. Beth was absolutely thrilled and speechless at the outpouring of love that the nation felt for her.”



RESULTS

250K+
WEBSITE VISITS

3.5K+
EMAILS FROM PEOPLE INTERESTED IN MEETING MOLLY OR SETTING HER UP WITH SOMEONE THEY KNOW

1K+
PRESS PIECES IN CNN, FOX, PEOPLE, INSIDER, AND MORE



2022 Silver Award Winner



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