

PALM SPRINGS



**MATOMA'S CAMPAIGN FOR UKRAINE**

**OUTFRONT**



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# DJ MATOMA PLACES BILLBOARDS FOR UKRAINE AT COACHELLA

Norwegian DJ and producer Matoma bought three billboards near Coachella asking people to support Ukraine by donating to the humanitarian aid organization Music Saves UA.

The campaign used different creatives that met the eyes of viewers sequentially: “Drop Beats” “Not Bombs,” and “ Music Saves UA.”

Placed on the route to Coachella the boards reached the masses as they headed to the festival. The three billboards in sequence one after the other was memorable and even received worldwide news coverage.

SOURCE: THEHOLLYWOODTIMES.COM, MAGNETICMAG.COM

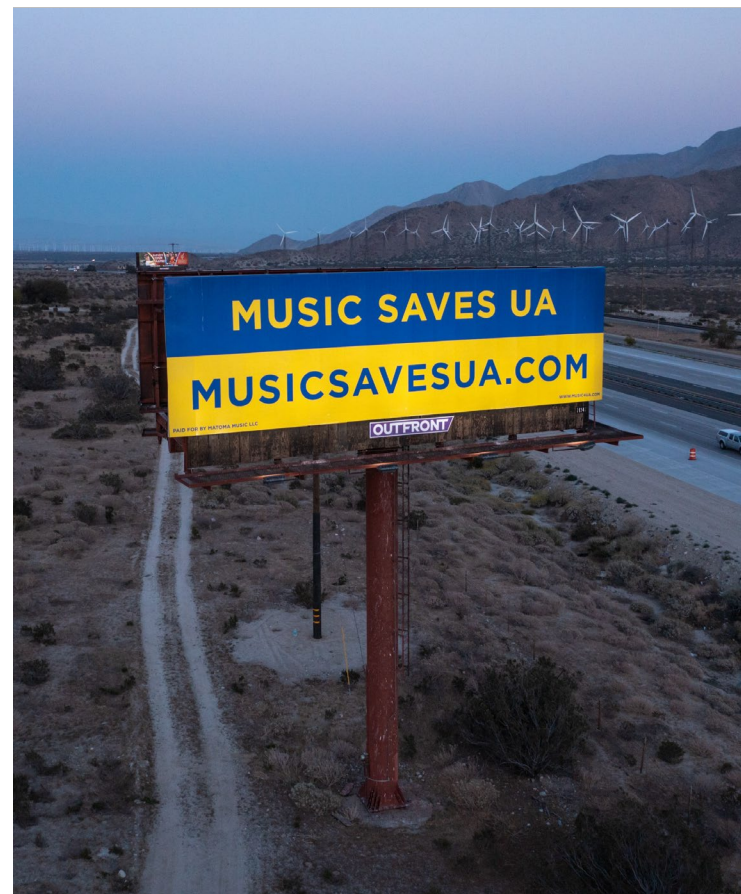




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## BULLETINS





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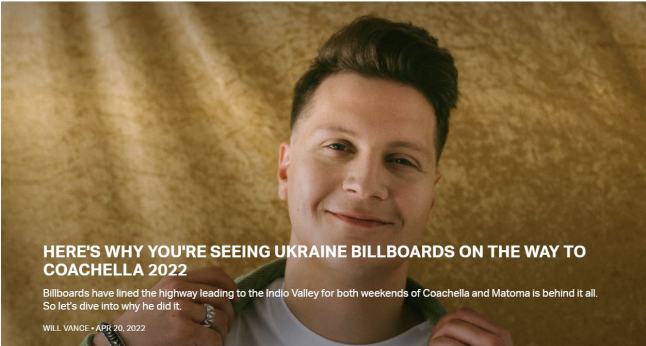
# MATOMA'S CAMPAIGN FOR UKRAINE BULLETINS





# MATOMA’S CAMPAIGN IS AMPLIFIED THROUGH THE PRESS

MAGNETIC  
M A G A Z I N E



HERE'S WHY YOU'RE SEEING UKRAINE BILLBOARDS ON THE WAY TO COACHELLA 2022

Billboards have lined the highway leading to the Indio Valley for both weekends of Coachella and Matoma is behind it. So let's dive into why he did it.

WILL VANCE • APR 20, 2022

With hundreds of thousands of [Coachella-goers](#) flocking to the Indio Valley, billboard real-estate along the major freeways does not come cheap.

Which makes the investment by Norwegian DJ and producer, **Matoma**, that much more culturally empowering.

[Read more about Matoma right here.](#)

This week, Matoma has three consecutive billboards booked on the I-10 East freeway to Indio for Coachella, which hundreds of thousands of Coachella goers have driven past past on their way through the desert.

The HOLLYWOODTIMES

### Coachella Billboards for Ukraine Aid Receiving Worldwide News Coverage

By The Hollywood Times - April 22, 2022



Matoma has been receiving **worldwide news coverage** for his charity efforts from outlets like [The Independent](#), [MSN](#), [Yahoo News](#), and [Metro UK](#), and the billboards are [still up now through Weekend 2](#).

FADER

MUSIC / ELECTRONIC

### DJ Matoma puts up billboards for Ukraine at Coachella

To raise awareness and funds.



Mexico Tourism has initiated an out-of-home (OOH) media campaign that is 100-percent transit-focused to encourage Los Angeles-area residents and commuters to vacation in beautiful Baja California. Partnering with OUTFRONT Media, one of the largest out-of-home media (OOH) companies in the U.S., the OOH campaign utilizes 8 fully-wrapped large format buses featuring eye-catching signage with bold colors and large lettering inviting folks to come spend some time relaxing in vibrant Baja.

**THANK YOU!**  
**OUTFRONT/**

