

PALM SPRINGS



KIM KARDASHIAN'S SKIMS CAMPAIGN

OUTFRONT/

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KIM KARDASHIAN'S SKIMS CAMPAIGN ON THE ROAD TO COACHELLA

Kim Kardashian bought four Palm Springs billboards to promote her fashion brand, Skims.

The boards lined up sequentially on route to the Indio desert, reaching the eyes of thousands of Coachella music festival attendees.

The bulletins utilized extensions that stretched off the board. Kim's different poses stood out against the blue sky. Additionally, the strategy to use sequential billboards made the campaign even memorable as drivers were struck with back-to-back unique creatives.



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SKIMS CAMPAIGN BULLETINS



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SKIMS CAMPAIGN

BULLETINS



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SKIMS CAMPAIGN BULLETINS



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