

## Coach

### Problem

How does an established company create buzz around its first-ever fashion show?

### Solution

Choose the perfect venue to execute the fashion show and post visually enticing digital OOH to showcase Coach's new products.

### Background

Since this was Coach's first ever fashion show, location was of the essence. Coach's office is located in Hudson yards and the team thought this would be the perfect spot to have the pop-up fashion show. There is limited OOH availability in the Hudson yards areas, and Coach wanted to take it over. After securing the venue, Coach was able to showcase its limited bag that was on sale for 1 week in some NYC locations.

### Objective

The buy at Hudson yards was part of Coach's strategy to own NYC for its first-ever NYC Fashion show, which was held at the custom build pop-up location on the high-line.

### Strategy

Coach was one of the launching sponsors on the dynamic Hudson yards digital screens. This was perfect way to hit everyone that was attending the show, as well as showing all its new products for Fall.

### Plan Details

Markets: New York

Flight Dates: September 2015

OOH Formats Used: Dynamic Digital Screens (24): 15 sec spots

Target Audience: W18-49

Budget: The budget was allocated to have proper coverage in the Hudson yard area. Since this was just for NYC Fall Fashion week the idea was to heavy up for that week. 25% of the budget was allocated to OOH.

### Results

The exclusive bags sold that were featured on the 24 digital screens were sold out during the first 3 days of the release in NYC.

### Testimonials

Article from [New York Magazine](#).

### Audience Metrics

Relevant metrics: 20,114,932 4 week ridership of the station.

