

KleenWraps

Background

KleenWraps is a consumer personal protective equipment company designing, manufacturing, and marketing an ever-growing suite of PPE to meet the ever-changing needs of the time. The products are the perfect companion for New Yorkers using public transit and riding the subway.

Objective

The first objective was to increase brand awareness. Secondly, they wanted to hit consumers at the moment they experience the pain-point the products aim to solve to convey the peace of mind the products provide to users interacting with shared surfaces.

New York was the epicenter of the pandemic in the United States. Riders that were still using public transportation indicated that they were not fully isolating and moving about amongst other people. So the project was pitched as an “essential workers’ essential worker.”

Strategy

Because of the broad appeal of the product, the demographics of the subway riders were not a particular focus, and KleenWraps was pleased to get a random distribution throughout the lines and stations. The photography assets were lifestyle images of a model using the product in different settings. The campaign focused on using these images with short, punchy copy. The use of the color yellow helped draw attention to the advertisements.

Plan Details

Market: New York, NY

Flight Dates: August 10, 2020 - September 6, 2020

OOH Formats: 2,000 Interior Car Cards, 20 Station Dioramas

Budget: \$10,000 and over

Results

After the campaign launched, the daily website traffic increased 2.5 to 5 times in the New York Metro Area. In addition, key contacts at corporate partnerships and wholesale accounts with vendors like Blink Fitness and Crunch Fitness reached out via email and directly referred to the ad.

