

Artifex NYC NFT Takeover

Background

Artifex was pre-launched in conjunction with the NYC NFT Takeover, but with collective caution due to the pandemic.

Objective

New Product or Service Launch:

The objective was to ensure Artifex's unveiling to the world was witnessed by the largest audience possible, even if not in person.

Strategy

Focus on the crypto art community, along with the wider community of artists, art collectors, and art enthusiasts. The campaign introduced people to the brand by sharing photographs and videos, both in real-time and after the installation concluded, on three billboards across Times Square, three digital trucks that drove around New York City, as well as large-scale projections on the Brooklyn Bridge and in Union Square.

Plan Details

Market: New York, NY

Flight Dates: 5/6/21

OOH Formats: Digital Billboards, Digital Projections, LED Trucks

Target Audience: The crypto art community and the wider community of artists, art collectors, and art enthusiasts

Budget: \$10,000 or more

Results

The social posts surrounding the billboard and subsequent content went viral, causing Artifex's Instagram and Twitter followers to grow from the low hundreds to mid-thousands. The story was picked up by CNBC, The Exchange, Bloomberg Quick Take, Cheddar News, and Blockchain Radio. Photos and videos of the billboards were shared all across social media by artists and collectors alike.

