

## Boost

### Problem

How does a wireless service company place itself at the top of consumers' minds?

### Solution

Create OOH station dominations in high-trafficked areas in New York, Washington, D.C., and Atlanta to catch the attention of high-volume audiences.

### Background

The campaign created station dominations at 74th and Roosevelt Station in New York, in Atlanta, and Gallery Place in Washington, D.C.

### Objective

The objective was to reach Hispanic consumers aged 18-49 in high-trafficked areas in New York, Washington D.C., and Atlanta.

### Strategy

The strategy was to reach consumers on the go in high-traffic areas. Boost stood out by dominating these high-traffic station areas, keeping Boost at the top of consumers' minds.

### Plan Details

Markets: Atlanta, New York and Washington DC

Flight Dates: September 2015 - September 2016 for Atlanta and New York; February 2016 - January 2017 for Washington DC

OOH Formats Used: Transit - 1-sheets, 2-sheets, Diorama, Fare Gate, Floor Graphics and Banners

Target Audience: Bilingual Hispanic & African Americans 18-49 (NY/ATL); Hispanic (NY)

Budget: Boost wanted a long-term presence in key Hispanic markets.

