



OOH Case Study

International Spy Museum

Problem

How can the International Spy Museum drive ticket sales after moving to a brand new location?

Solution

By building awareness through an engaging OOH campaign featuring coded message creative.



Background

After 17 years at their original location, the International Spy Museum moved across town to a brand new, bigger and better, purpose-built home, with a totally immersive and completely reimagined exhibit experience. They needed to drive traffic and ticket sales upon opening their doors after five months of being closed for relocation. The new museum is a massive and iconic building, and the opening of it was newsworthy. However, there were many challenges: getting people to understand that the museum had moved; that the experience was totally new and different; how to get to the new location; and that unlike most other museums in DC the Spy Museum charged an admission fee.

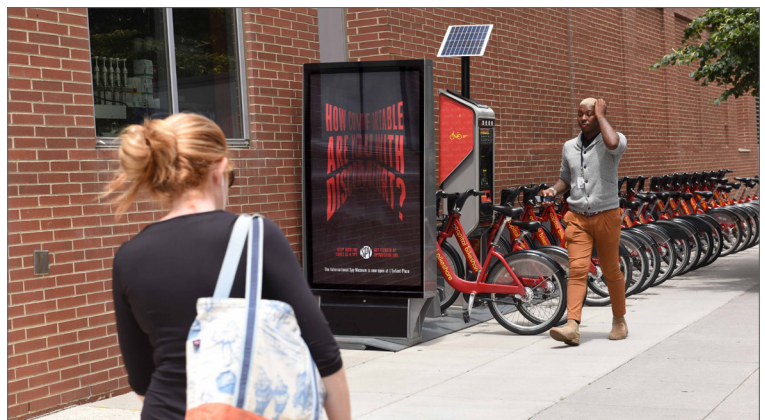
Objective

This year's campaign was designed to increase awareness of the new location opening and urge people to purchase tickets. There were two target audiences, DC locals throughout the year, and tourists during the peak season (April- July).

Strategy

The plan focused on large high-impact units in order to catch the attention of our target audience while they were out exploring the city, heading to other museums, or even going to a baseball game. The creative in each unit featured a large question where the typography was subjected to a principle of espionage, in order to challenge the viewer while teasing the museum experience and encouraging them to step into the shoes of a spy by visiting the museum. "How much could you endure?" was treated as if it was sinking into the water. "Would you crack under pressure?" was set in an interrogation room with type that was beginning to crack and crumble. "Could you go unseen?" was woven into a fabric wallpaper texture to appear as if it was trying to hide. "How comfortable are you with discomfort?" was crammed into a dark and narrow alley.

- Bikeshare Posters - The Capitol Bikeshare bikes are very popular among tourists, especially those with kids, which is the key demographic for the Spy Museum. They are also highly visible in heavily trafficked areas for those on foot.
- Metro Rail Headliner - For this placement, along the top of the metro cars, a contextually relevant message asked "Could you hang on?" with the type designed to look like it was hanging off the tail of a helicopter rail, similar to the way riders hang on to the railings within the metro car.
- Interior Metro Car Cards - These have been a staple of the Spy Museum's media strategy over the years due to the captive audience, high frequency of riders, and the ability to reach both tourists and locals.
- Digital Triptych Displays - located at Nationals Park Metro Station, three adjacent digital OOH boards made for 3x the impact at the top of the escalator to the metro station next to the ballpark. The thousands of fans going in and out of the ballpark for each game couldn't miss these units.



Plan Details

Markets: Washington DC

Flight Dates: May 13, 2019 - June 16, 2019

OOH Formats Used: Bike Share, Metro Rail Headliners, Car Cards, Digital Rail Platform Liveboards and Triptych

Target Audience: Tourists and DC area families

Audience TRP: 60.6

Audience Reach: 15.72%

Audience Freq: 3.9x Frequency

Total Impressions: 3,309,729 million + 241,876 Circs (Triptych not audited)

Results

The Spy Museum exceeded their attendance and revenue goals by 12%.

Additional Information

The Spy Museum has leaned on OOH transit advertising in DC since its opening and the medium has always been an anchor media format for driving awareness with smart, clever and award recognized creative.

