

## National Moment of Remembrance

### Problem

How does an OOH advertising company support a holiday, such as Memorial Day?

### Solution

By placing creative up on its digital inventory to remind viewers of the significance of the day.

### Background

The National Moment of Remembrance was established by Congress in 2000 and asks all Americans to pause together for one minute at 3 p.m. on Memorial Day. This campaign was executed to raise public awareness for the Moment of Remembrance by using OOH advertising.

### Objective

The overall goal was to build anticipation towards the National Moment of Remembrance and actively participate in it through digital billboard networking.

### Strategy

The creative incorporated a countdown to 3 p.m. on Memorial Day. At that time, all 468 digital billboards in the campaign stopped the advertising rotation, and only displayed the “Take a Moment” message for 15 minutes.

### Plan Details

Markets: Georgia, South Carolina, North Carolina, Tennessee, Alabama, Virginia, Pennsylvania, New Jersey, Michigan

Flight Dates: May 24, 2017 - June 4, 2017

OOH Formats Used: Digital Billboards (Posters, Bulletins, Squares)

Target Audience: Adults 18+

Budget: pro-bono

### Results

Social media and traditional news sources were abuzz, mentioning the campaign in the four days leading up to Memorial Day. Numerous local media outlets covered the campaign across several different industries.

