



ELECTRONEUM DRIVES MASS AWARENESS WITH GROUNDBREAKING DIGITAL OOH CAMPAIGN

A GLOBAL FIRST FOR OOH, ELECTRONEUM ICO TOKEN LAUNCH



AT A GLANCE

OBJECTIVE	Launch of a new Initial Coin Offering (ICO) token sale aimed at bringing the product to mass market.
AUDIENCE	ABC1, Businessmen and commuters
PLATFORM	Out-of-Home
FORMATS	Roadside & key stations Large Format Digital
DURATION	6 Weeks
AGENCY	Guerillascope

BACKGROUND

To fuel Electroneum's continued growth, the outdoor push was launched in support of a new Initial Coin Offering (ICO) token sale aimed at bringing the product to mass market.





IDEA

The targeted strategy, planned and delivered by OOHyes, has been carefully constructed to reach key commuter audiences as they travel to and from work in some of the capital's busiest locations.

EXECUTION

Large format digital screens were tactically bought across London key stations, including sites at Clapham Junction Station, Shoreditch High Street, Grays Inn Road and Kingston. The digital campaign was upweighted during commuter hours to ensure further reach of their target audience.

A GLOBAL FIRST FOR OUT-OF-HOME & THE UK'S FIRST ICO TOKEN SALE TO BE ADVERTISED ON OFFLINE MEDIA. TACTICAL DIGITAL OUT-OF-HOME CAMPAIGN RAISES TENS OF MILLIONS IN JUST 6 WEEKS.

RESULT

As a direct result of the tactical Digital Out-of-home campaign, electroneum was one of the most successful ICO launches to date, having raised the tens of millions in just six weeks.

TESTIMONIAL

The OOH campaign that we launched in the UK for the Electroneum ICO was a UK first to my knowledge, as there had never been a ICO launched on offline media. OOHyes managed to negotiate us some fantastic sites like Clapham Junction to target the city workers during their rush hour commute. They were hugely instrumental to helping us on the way to raising tens of millions of dollars in just a few weeks.

Jay Bhatt- Director, Guerlliascope

