

Case Study

Crumbl x Kardashian



Objective

Crumbl, a North American bakery chain known for its rotating menu of specialty cookies, was looking to make a splash promoting their upcoming collaboration with the Kardashian-Jenner Family.

Place Exchange was tapped to programmatically deliver ads on prominently positioned DOOH spectaculars and street furniture in iconic and highly trafficked areas of New York City and Los Angeles.

Crumbl also wanted to amplify this DOOH activation on its social media channels to further generate awareness and interest in the collaboration among their followers.



Campaign Goals & Metrics Summary

Goals	Success Metrics	Methodology
<ul style="list-style-type: none">● Reach a mass audience using large format and street furniture DOOH screens in the New York City and Los Angeles markets, where Crumbl operates a dense network of stores● Generate buzz on the city streets and across social media for the Crumbl x Kardashian collaboration	<ul style="list-style-type: none">● Maximize impressions delivered within the target markets● Amplify the DOOH campaign on social media for additional impressions	<ul style="list-style-type: none">● Select available premium inventory in the specified markets● Utilize Place Exchange to seamlessly activate the DOOH campaign across New York and Los Angeles● Capture photos and videos of the live DOOH campaign for social media

Location Targeting

Place Exchange identified DOOH displays in the target markets and programmatically delivered the creatives across a range of large format and street-level publishers.

Map displays a sample of Place Exchange inventory in New York City

Publishers

Intersection LinkNYC



Volta



JCDecaux



Big Outdoor



Branded Cities



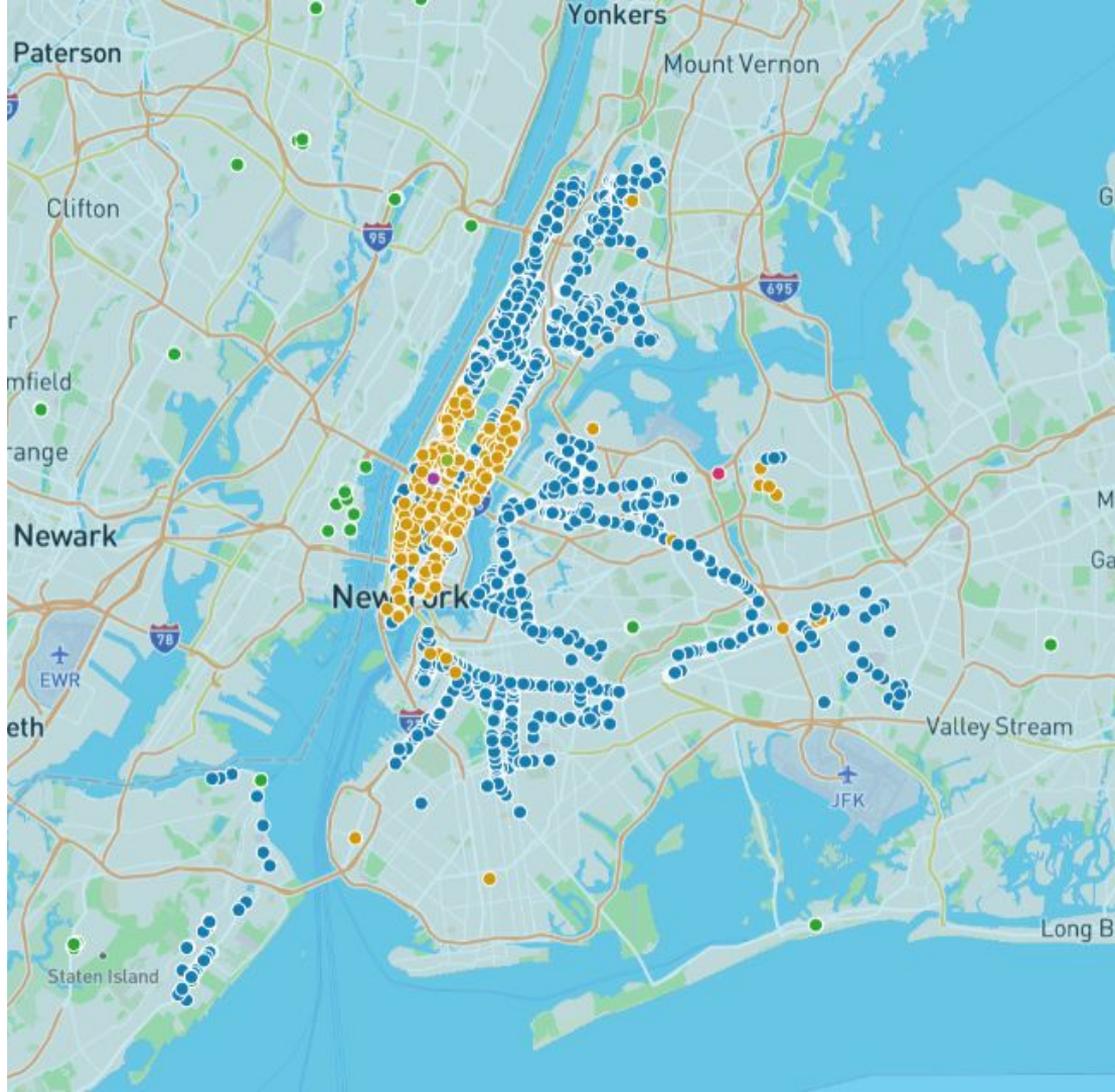
Clear Channel Outdoor



Orange Barrel Media



New Tradition



Campaign Results

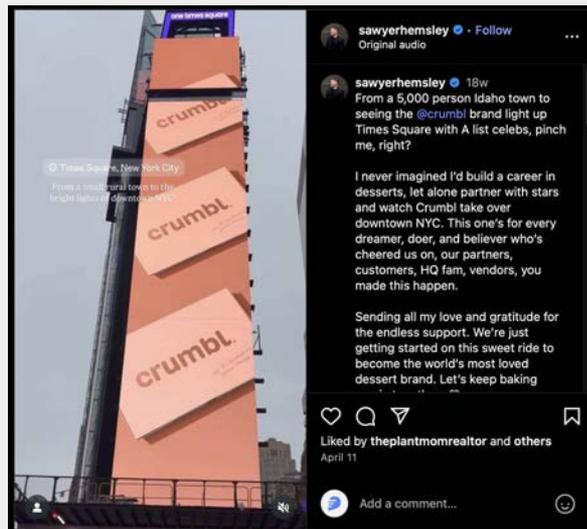
Overview of week-long flight :

6 million

total impressions delivered by Place Exchange

2.7 million

additional “added value” impressions across
Instagram, TikTok, and X



Unlock the real power of OOH

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