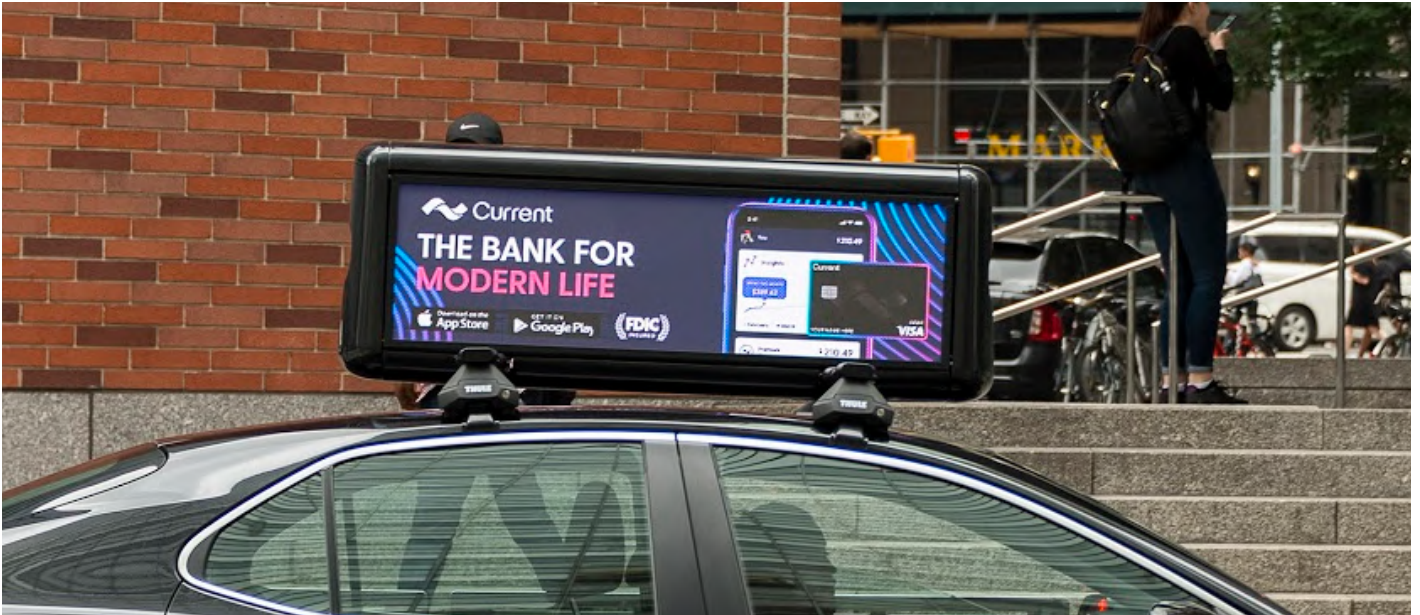


Firefly Increases Brand Awareness + Brand Recall for Current



"With Firefly, I finally feel I have the same control over my OOH ads as I do with my digital ads. The team Firefly gives me the ability to both execute at a very granular level and also still measure impact at a high level. It's truly the future of OOH."

– Adam Hadi, VP of Marketing @ Current

CHALLENGE

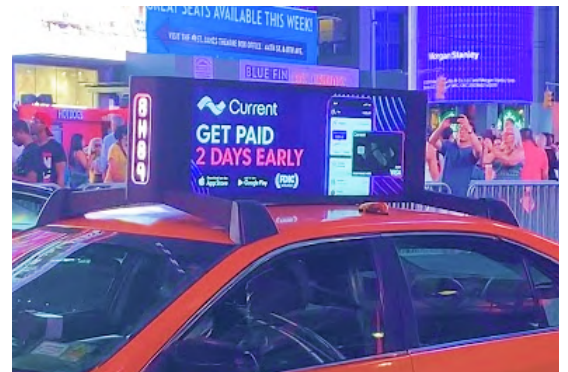
Current, the bank for modern life, was looking to generate brand awareness amongst users during a rapid growth and funding period. The modern platform decided to seek out innovative and interesting formats to reach their target audience in the financial districts and professional neighborhoods of New York and San Francisco.

SOLUTION

Current decided to leverage Firefly's advanced street-level media network to connect directly with consumers on their daily journey. The campaign messaging showcased on Firefly's smart screens drove customers to Current's website and social channels during a time period when it mattered most.

RESULTS

The seven week campaign helped Current boost brand awareness with the right audience at eye level in impactful neighborhoods. Current saw a 40+ percent lift in brand awareness and brand recall, significantly higher lift than competitors. Firefly's ability to run dynamic content and attract the attention of busy city-dwellers was seen as a major success by the Current team.



40%

Lift in Aided Brand Awareness

42%

Lift in Brand Recall