

SONY MUSIC: MARIAH CAREY CASE STUDY



**MOBILE
MEDIA**

CAMPAIGN SUMMARY

THIS IS WHAT YOU WANT FOR CHRISTMAS.

In December 2020, Sony Music used our bespoke Pedicabs to promote Mariah Carey's Christmas special album in the lead up to the festive season.

From the 4th - 8th December, a convoy of Pedicabs targeted Christmas events and markets in London to promote the release on a local scale with the right target audience. This strategy capitalises and encapsulates the strengths of OOH - people are +17% more likely to feel confident in a brand using OOH. And +14% more likely to trust that brand.

Sony Music also opted for professional photography which maximised the value of their campaign by expanding it into social media. This meant impressive impressions, strong engagement and healthy return ROI. And what better way to top it off than a tweet from the queen of Christmas herself. Now that's exposure.





285K+ **700+** **7K+**

LOCAL LEVEL
IMPRESSIONS

RETWEETS ON
SOCIAL MEDIA

LIKES ON
SOCIAL MEDIA



MOBILE MEDIA

THANK YOU