



**Market**  
New York, NY



**Flight**  
Winter 2019



**Targeting**  
Kate Spade  
Locations



**Media**  
68 OOH Street Furniture Placements



**Goal**  
Utilize awareness messaging in  
OOH media in New York to drive  
traffic to Kate Spade retailers



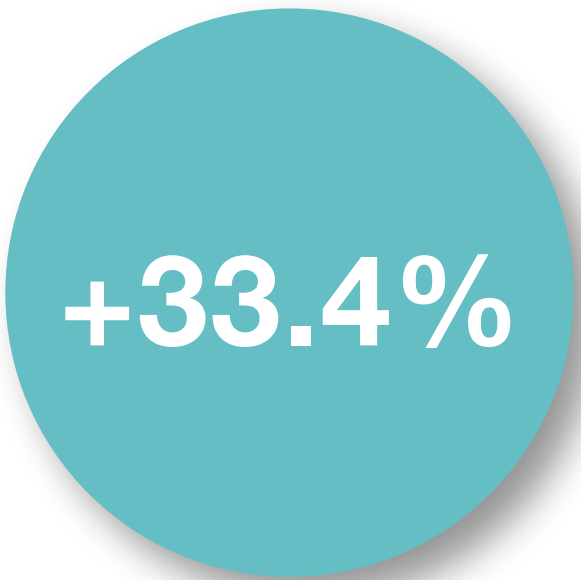
**Strategy**  
Exposed = 160,865  
Control = 160,626



**Results:**



Visits to Kate Spade  
Locations



Peak Visitation occurred  
on Fridays and in the  
evening (6pm)

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