



Market
New York, NY



Flight
Jan - Feb 2020



Targeting
Sweetgreen
Locations



Media
5 OOH Street Furniture Placements



Goal
Utilize awareness messaging in OOH
media in New York to drive traffic to
Sweetgreen locations



Sample Size (Devices)
Exposed = 32,505
Control = 32,505



Results:



Visits to
Sweetgreen
Locations



Peak Visitation occurred
on Wednesdays and in the
early afternoon (12pm)

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