

Fernish

Background

Fernish is a furniture rental startup. The primary challenge was to introduce the idea of renting furniture (rather than buying) as a compelling value proposition. Since furniture rental is a newer concept for many people, the campaign also needed to explain the benefits of the Fernish service offering in a way that was immediate, simple-to-understand, and eye catching.

Objective

Increase Online Sales.

Focus on a hyper-local approach with targeted OOH to create awareness with the target customer base.

Strategy

Fernish chose OOH and transit in particular because it was highly targeted to their core audience. They focused on high impact, well trafficked stations within their delivery areas. From a creative standpoint, they wanted to convey a sense of ease and weightlessness and landed on the idea to take all of the associated connotations about furniture (heavy, difficult to move, expensive) and turn it on its head. This allowed them to focus on creative where the first impression was about the lightness of the Fernish experience.

Plan Details

Market: New York, NY

Flight Dates: 5/24/22 - 5/25/22; 4/29/22 - 5/05/22;
4/04/22 - 5/23/22

OOH Formats: Station Domination, Bus Super Kings, Live Boards, Subway Interior Cards, Ultra Super Kings

Target Audience: Adults 25-35, Urban professionals

Budget: \$10,000 or larger

Results

Fernish saw an 118% increase in total order volume, virality on Twitter (Viral Clap Back: 7,420 likes, 168 retweets, 27 quote retweets), an 11% follower growth on Instagram, and 55% increase in site traffic. They also saw 1,196 QR code scans and 22 code redemptions.

