

# WE HELPED DEPOP BUILD BRAND, AD, AND MESSAGE AWARENESS

When **Depop** blanketed New York City with a multi-format brand campaign, the online fashion marketplace wanted to quantify the impact its IRL advertising made on critical brand metrics. OUTFRONT worked with independent third-party measurement partner MFour to measure the effect of the campaign.

## STRATEGY & EXECUTION

- **Markets:** New York City
- **Media Used:** Liveboards, LinkNYC Kiosks, Wildposters, Station Domination at Delancey-Essex
- **Campaign Duration:** Four weeks (June 9 to July 6, 2025)
- **Methodology:** Control vs. exposed

## OUTCOMES

- **Brand awareness lifted**, both unaided (+67%) & aided (+64%)\*
- **Ad awareness lifted**, both unaided (+67%) & aided (+91%)\*
- **60% recalled the ads**, beating MFour's benchmark of 41%
- **81% liked the ads**; 76% said they improved brand opinion
- **Brand opinion lifted** among those exposed (+19%) and ad recognizers (+44%)\*\*
- **Consideration lifted** among those exposed (+20%) and ad recognizers (+30%)\*\*
- **Intent to buy/sell lifted** among those exposed (+20%) and ad recognizers (+34%)\*\*
- **Net promoter score increased** among those exposed (+9) and ad recognizers (+28)\*\*



# depop

## CAMPAIGN RESULTS

- +67%**  
LIFT IN UNAIDED BRAND AWARENESS\*
- 60%**  
AD RECALL RATE
- +44%**  
LIFT IN BRAND OPINION\*\*
- +30%**  
LIFT IN CONSIDERATION\*\*
- +34%**  
LIFT IN INTENT TO BUY/SELL\*\*
- +28 PTS**  
LIFT IN NET PROMOTER SCORE\*\*

\* AMONG THOSE EXPOSED, VS. THOSE NOT EXPOSED  
\*\* AMONG AD RECOGNIZERS, VS. THOSE NOT EXPOSED

SOURCE: MFOUR

DISCLAIMER: OF COURSE, THE RESULT OF ANY CASE STUDY ARE SPECIFIC TO ITS FACTS. WE CAN'T GUARANTEE THAT ANY OTHER CAMPAIGN WILL DRIVE SIMILAR RESULTS, INCLUDING INCREASED TRAFFIC, END-USER ACTIVITY (CLICK-THROUGH OR SECONDARY-ACTION RATES), OR REVENUE.