

WE DROVE WEBSITE VISITS BY OVER 440% FOR HEADLINE AGENCY

IRL creativity that converts curiosity into measurable business outcomes

Headline Agency, a creative agency focused on delivering standout ideas, leaned into the power of real-world creativity with a bold, counterintuitive billboard placed in Palm Springs, CA. With a message challenging audiences to do the unexpected, this IRL execution fueled curiosity and measurable digital engagement, reinforcing the impact of memorable, physical presence.



HEADLINE

RESULTS

444%

INCREASE IN WEBSITE VISITS

421%

INCREASE IN UNIQUE VISITORS

356%

INCREASE IN PAGE VIEWS

STRATEGY & EXECUTION

- **Market:** Palm Springs
- **IRL Formats Used:** Bulletin
- **Creative Excellence:** Headline Agency flipped the traditional call to action with an unconventional message that read “don’t go to headlineideas.com.” Designed to provoke curiosity, the messaging prompted audiences to seek out the brand on their own.

OUTCOME

- **Client Success:** Headline Agency described the IRL campaign as “great social content fodder.”
“The swell of conversation about this on TikTok + LinkedIn has led to so many new business leads for us. We’re slated to 2x-3x our business in Q4.”
— Tyler Wentworth, CEO & Founder at Headline Agency



SOURCE: HEADLINE AGENCY

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.