

OUTFRONT/

FRIEND

AUGUST 2025



FRIEND

Friend, an AI-powered wearable, took over New York and Los Angeles positioning itself as “a new kind of companion.” This massive product launch leaned into “always on” static media to bring this digital product IRL.

New York Media Formats:

Subway Interior Cards

1-Sheet and 2-Sheet Posters

Urban Panels

Subway Brand Trains

Station Domination

Los Angeles Media Formats:

Bulletins

Walls

Bus Kings with Headliners

Bus Kings

Bus Shelters

Friend's campaign sparked conversation IRL and URL – fueling awareness globally around the new AI wearable that promises to be “your closest confidant.”

SOURCE: [AI Startup Friend Bets On Foes With \\$1M NYC Subway Campaign](#)

ADWEEK

ARTIFICIAL INTELLIGENCE

AI Startup Friend Bets On Foes With \$1M NYC Subway Campaign

The OOH ads blanketing all five boroughs deliberately court controversy

SEPTEMBER 26, 2025



Avi Schiffmann, CEO, Friend

The founder of Friend is betting on making enemies.

Avi Schiffmann, CEO of the AI companion startup, poured more than \$1 million dollars into a New York City subway takeover—plastering stations and cars

NY: INTERIOR SUBWAY CARDS



NY: 1-SHEET POSTERS



NY: 2-SHEET POSTERS



NY: URBAN PANELS



NY: SUBWAY BRAND TRAIN



NY: STATION DOMINATION AT WEST 4TH



NY: STATION DOMIANTION AT WEST 4TH



LA: WALL



LA: Bulletins



LA: POSTERS



LA: KINGS WITH HEADLINERS



LA: KINGS



LA: BUS SHELTERS



FRIEND

The campaign sparked instant engagement in person and on social, amplifying this campaign globally.



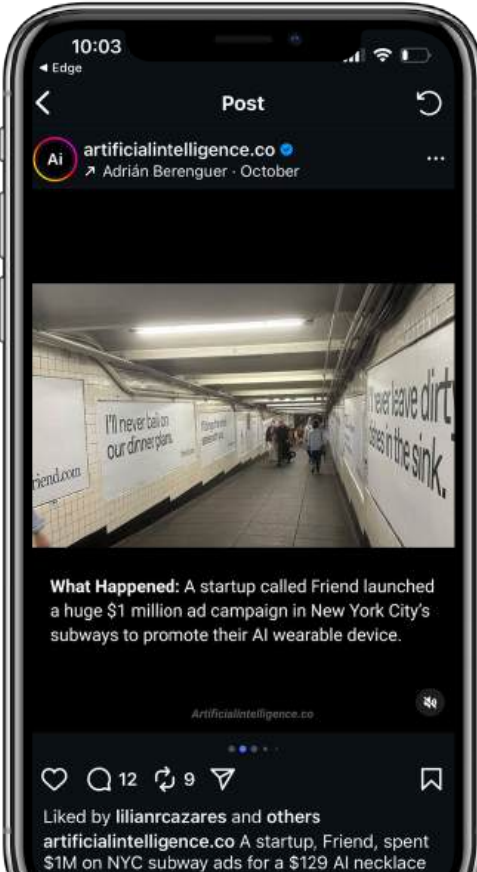
@newyorkers.live



10:02
Edge
Reels Friends
AI would have
newyorkers.live and 3 others
Follow
An AI Startup wants to "replace your ...
Followed by outfrontmediausa and 2 others



@artificialintelligence.co



10:03
Edge
Post
artificialintelligence.co
Adrián Berenguer · October
What Happened: A startup called Friend launched a huge \$1 million ad campaign in New York City's subways to promote their AI wearable device.
Liked by lilianrcazares and others
artificialintelligence.co A startup, Friend, spent \$1M on NYC subway ads for a \$129 AI necklace



@investdeeptech



10:04
Edge
Post
investdeeptech
AN AI STARTUP THAT WANTS TO "REPLACE YOUR FRIENDS" PISSED OFF THE ENTIRE CITY OF NEW YORK WITH THEIR SUBWAY ADS
investdeeptech Follow @investdeeptech for full signals and build your fortune with future tech (@eden_jana)



@blueviper.ai



10:03
Edge
Post
blueviper.ai
oc3an, TALHA INC., twice · Dobur Vecher
Blue Viper
AI company Friend spent \$1 million+ on print advertising in NYC (their biggest campaign ever done) only for it to be immediately graffitied by locals.
Liked by maze_and_friends and others
blueviper.ai People of New York City showed what they think about AI ads!



@cataiportal



10:06
Edge
Post
cataiportal
you lost · Scheming (Instrumental Slow...
Rhys
@OttoPivnerBFA
Esse aqui eu achei especialmente triste. O argumento de venda é que um computador vai assistir TV com você?
cataiportal Que tal lucrar em cima da solidão?
Foi que a empresa de IA Friend.com fez ao lançar

FRIEND

Combined with social buzz, press turned the campaign launch into a phenomenon driving conversation about the future of AI in tech, style, and our everyday lives.

AI startup Friend spent more than \$1M on all those subway ads

If you've been on the New York City subway recently, you've probably seen stark white ads promoting a wearable AI device called [Friend](#).

The Most Reviled Tech CEO in New York Confronts His Haters

Avi Schiffmann says he's enjoying the angry reaction to the Friend AI pendant. Is he serious?

By Matteo Wong

10-01-2025 | PREMIUM

The 22-year-old behind the most controversial ad campaign in New York tells all: 'I'm kind of purchasing the zeitgeist and mindshare right now'

Friend CEO Avi Schiffmann tells 'Fast Company' about spending \$1 million on eye-balls and what the AI hates got wrong.

People destroyed the 'friend.com' AI necklace ads with graffiti. The 22-year-old founder loves it: 'Capitalism is the greatest artistic medium.'

BY ERIK KOPPEL

ILLUSTRATION BY JAMES HARRIS

October 1, 2025 at 12:00 PM EDT

Artificial Intelligence 'Friend' necklace causes uproar: 'AI wouldn't care if you lived or died'

By Gabe Schmitt

Published Oct 2, 2025, 6:30 p.m. EDT

41 Comments

The guy behind those 'Friend' ads in the subways is tired of talking to New Yorkers

200,000 People Have Purchased the Controversial AI Friend Necklace

The company's CEO, Avi Schiffmann, told Cosmopolitan that he finds the product's backlash "very entertaining."

BY AMARIEL LINDEBERG | PUBLISHED OCT 3, 2025

AI Startup Friend Spent Over a Million Dollars on Subway Ads in New York

AI Base

Published in AI News | 4 min read | Sep 28, 2025

Recently, passengers taking the New York subway may have noticed eye-catching ads for a wearable AI device called Friend. The device's ads feature a minimalist white design, which is visually striking and has attracted a lot of attention.

Avi Schiffman, CEO of Friend, revealed in an interview with Adweek that the company invested over \$1 million in this advertising campaign. The campaign included more than 11,000 subway car ads, 1,000 platform billboards, and 130 city billboards. In particular, the ad at the West Fourth Street station was completely covered by Friend's promotion, creating a highly visible advertising scene.

New Yorkers rebel: AI startup's million-dollar ad campaign gets defaced on the streets

A friend for the end of the world

By CALDER MCHUGH | 10/02/2025 07:23 PM EDT

THE ANGER IS THE POINT — Over the past two weeks, billboards have been sprouting up in the New York City subway and across Los Angeles for a wearable AI technology called Friend. The company advertises a pendant that sits around your neck, listens and talks back — the ads say it's "someone who listens, responds and supports you."

The giant, multimillion dollar ad campaign has produced an enormous amount of anger, expressed both in real life and online. Graffiti on the posters include messages like "AI wouldn't care if you lived or died," and "STEAL YOUR INFO, STEAL YOUR DATA, STEAL YOUR IDENTITY, GOVT. SPYWARE." *Posts on X* say "I can't say what I think should happen to you without getting banned, but you can use your imagination," and *call the ads a "great canvas for graffiti."*