



OVERVIEW

- ▶ Highly target the Comic-Con attendees
- ▶ Promote three upcoming TV shows
- ▶ Utilize mobile billboard domination



HBO DOMINATES COMIC-CON

Over 130,000 self-proclaimed nerds flock to Comic-Con each year, so HBO decided to dominate. With 15 mobile billboard units promoting three different shows, their messaging over the 4-day campaign was hard to miss – and harder to forget.

Learn more at doitoutdoors.com/work/hbo/

ABOUT THE CLIENT

HBO is home to the most talked about programs on television – from groundbreaking series, films, documentaries and sports to the biggest blockbuster movies available anywhere. It's no wonder they trust our mobile billboards to deliver messaging to their key audiences.



PLAY VIDEO

do it outdoors media is the largest national mobile billboard and field marketing company.

doitoutdoors.com

