

DESPERADOS :
CITY HACK

OBJECTIVE

Distribute City Hack assets to a wide 18-24 audience across the 4 phases of the project

A dark truck with 'DEPERADOS' and 'UKF' branding, with people dancing on top at night.

STRATEGY

We managed 8 publisher partners to promote branded content for maximum exposure

DESPERADOS AND UKF PRESENT CITY HACK



NATIVE PARTNERS



SUCCESS

- > Content received 16x min. estimated page views
- > Average dwell time per article was 1.2x estimate
- > Overall activity achieved a cost per unique reach of < 15p

WOOT!
MEDIA