

High Museum of Art announces reopening & drives foot traffic with Soofa



Challenge

The High Museum of Art reopened in July 2020 after an unexpected four-month closure due to COVID-19. They needed to reach their home city of Atlanta with updates on their new programming and the critical health and safety procedures now in place.

Solution

The museum turned to Soofa Signs to share digital content throughout diverse neighborhoods across the city.

Results

Soofa partnered with location intelligence provider StreetMetrics to conduct a foot traffic study during the first three months of the campaign. The data showed that art-lovers around the city were inspired to safely visit!

Of a sample of 4,575 of unique devices exposed to Soofa's OOH campaign, 272 devices visited the High Museum of Art within a 30-day attribution window, a unique visitation rate of 5.95%.