Throughout the month of December, we gave people all over the world the opportunity to share holiday cheer and express gratitude on our digital billboards across North America. The photo-interactive #ThankfulThisHoliday campaign utilized Lamar’s digital capabilities to feature authentic, user-generated photos from social media on our digital out-of-home network.

**Purpose:** We ran a holiday digital campaign to showcase our photo-interactive digital capabilities. Users were asked to take a photo of something or something they’re thankful for, tag their photo with #ThankfulThisHoliday on Facebook, Twitter or Instagram, and we displayed the photos on our digital billboards nationwide in December.

**DemoGraphics**

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<th>Female</th>
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<tr>
<td>51%</td>
<td>49%</td>
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**Campaign Outreach Dates**

- **11/24**
  - Posted the video on YouTube, Facebook, Twitter & G+
- **12/01**
  - Campaign creative starts on 700 digital billboards
- **12/04**
  - Sent out press releases and pitched the campaign
- **01/02**
  - Campaign completion

**Billboard Impressions**

- **18,371,973** Weekly Billboard Impressions

**Social Tracking**

- 13 million users reached
- 2,393 posts to social media
- 14 million social impressions
- 2,129 users tagging posts
The #ThankfulThisHoliday hashtag, prior to our campaign, had not been used since Dec. 24, 2011

2,129 unique users tagged posts with #ThankfulThisHoliday

#ThankfulThisHoliday was used in 47 states and in over 30 countries worldwide

Marcus Spears, ESPN Analyst
Jerome Felton, Minnesota Vikings Fullback
The Minnesota Vikings
Mathew Ingram, Gigaom
Marketing Land
DailyDOOH
AdRants

IN THE PRESS

#ThankfulThisHoliday was featured on several websites, such as Media Life Magazine, Marketing Land, Search Engine Land, Digital Signage Connection, DailyDOOH, Elect Media and The Wall Street Transcript, resulting in 2,092,005 total impressions.

It was also featured in three local segments on KHQA-TV (Quincy, IL), WTRF-TV (Wheeling, WV), and WDAF-TV (Kansas City, MO).

"A clever way to drive interaction with consumers"

Media Life Magazine

"The campaign is getting great pick up on social media"

MarketingLand.com

"The effort is admirable and festive"

MarketingLand.com

The video was also posted on Lamar.com and on Lamar’s social media accounts.

Watch our video, #ThankfulThisHoliday, on YouTube/The Lamar Channel