



# flyby ads

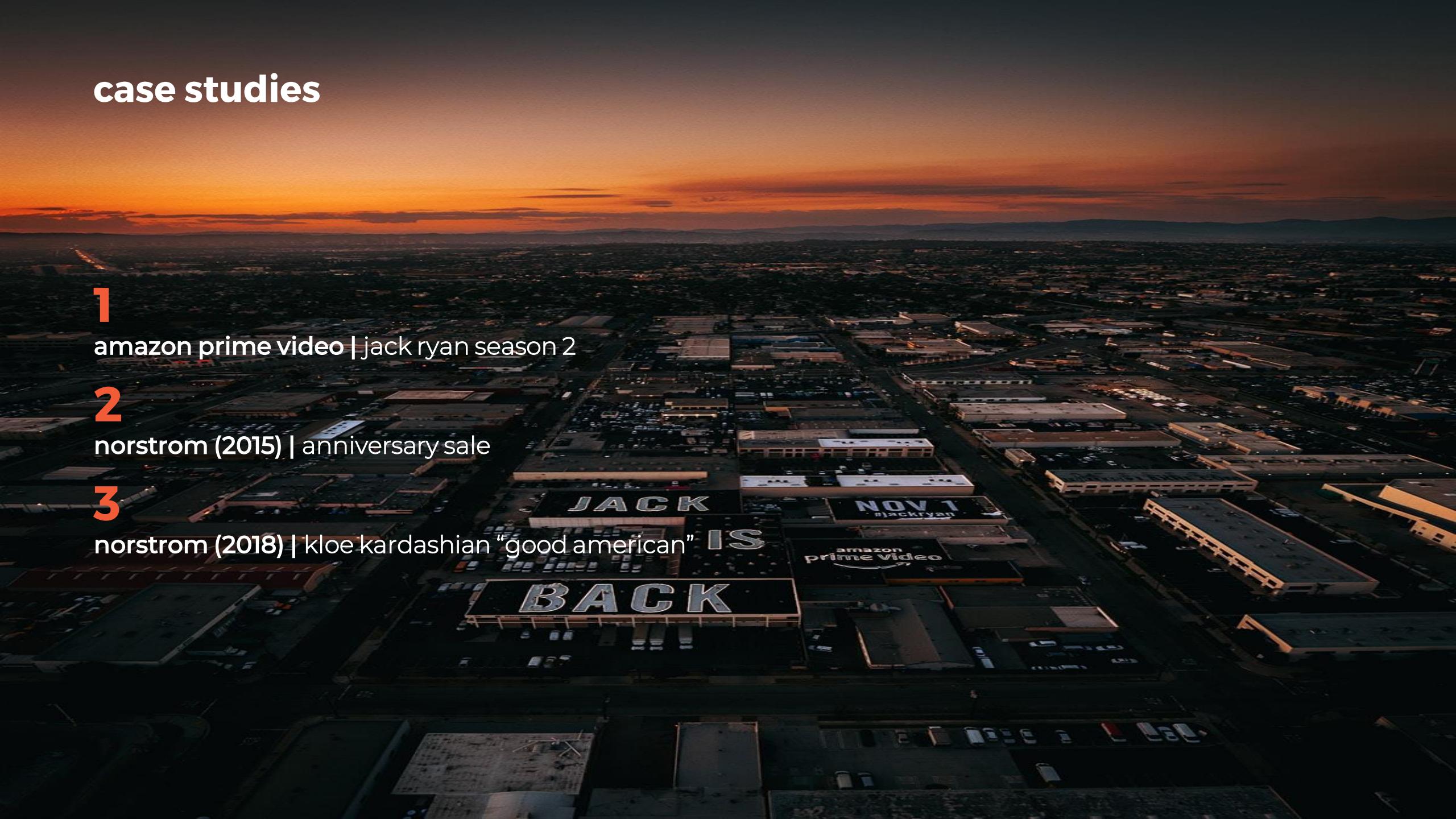
case studies

“that is just  
about the  
coolest thing  
i've ever  
seen!”



flybyads

# case studies

An aerial photograph of a sprawling urban landscape during sunset. The sky is a vibrant orange and yellow, transitioning into a darker blue. In the foreground, there's a dense cluster of industrial or commercial buildings with various roof types and some greenery. A prominent feature is a large building with a massive illuminated billboard. The billboard displays the words "JACK IS BACK" in large, bold, blue letters, with "amazon prime video" written below it. To the right of the main text, there's a smaller sign that says "NOV 1 JACKRYAN".

Aerial view of a city at sunset, featuring a large industrial area and a prominent billboard for Amazon Prime Video's "Jack Ryan" season 2.

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# amazon prime video (2019)

## jack ryan season 2 rooftop sign campaign in los angeles

as seen in [adweek](#)



In September of 2019, FlyBy Ads and Amazon Prime Video revealed the release of the second season of the "Jack Ryan" series with the largest illuminated rooftop advertisement ever executed.

Covering more than 75,000sqft spread over six different rooftops, the signs were intended to turn the heads of travelers landing at Los Angeles International Airport (LAX), and to have a viral effect on social media. This effect was ignited on Saturday when Amazon CEO Jeff Bezos posted images of the rooftop signs on his Twitter and Instagram accounts, reaching his more than 1 million followers on each platform.

The illumination feature allowed viewing day and night, the first activation of its kind. With a significant number of arrivals during dark hours at LAX, the lighting fixtures increased the overall impression count by roughly a third.

Pictures were taken by passengers and shared within their circles, initiating an organic social media buzz that shared the viewing experience with those not flying overhead. Taking this a step further, the signs generated an immediate spike when the images were posted on multiple social media accounts, with a following topping 3 million. With this multi-level approach, millions of viewers engaged with these signs, not only from the window seat of a plane, but also from the screens of their phones.

The image is a collage of various social media posts and news articles related to a massive 'Jack Ryan' rooftop advertisement at Los Angeles International Airport (LAX). The central focus is a large aerial photograph of the airport at sunset, showing the massive 'JACK IS BACK' billboard.

**Steveqchan's Post:** Aerial view of LAX with the 'JACK IS BACK' billboard visible. Includes a screenshot of a tweet from Jeff Bezos (@JeffBezos) and a post from Dylan Schwartz (@dylanschwartz) with a caption about flying through LAX.

**Jeff Bezos (@JeffBezos):** Jeff Bezos' Twitter profile, showing he follows Amazon, Blue Origin, and the Washington Post. He joined July 2008 and has 1M followers. His latest tweet discusses the 'Jack Ryan' season 2 premiere on November 1.

**Dylan Schwartz (@dylanschwartz):** A post from Dylan Schwartz's Instagram account showing the same aerial view of LAX with the billboard.

**Amazon (@amazon):** An Instagram post from the official Amazon account featuring the same aerial view of LAX with the billboard.

**primevideoin (@primevideoin):** Two Instagram posts from the Prime Video account, both featuring the aerial view of LAX with the billboard.

**jackryanamazon (@jackryanamazon):** An Instagram post from the official 'Jack Ryan' account, showing the billboard at night.

**ADWEEK 40 (@ADWEEK40):** A news article from Adweek titled 'Unmissable From the Air, This Jack Ryan Promo Is the Largest Rooftop Ad Ever'. It includes a large image of the billboard and a quote from David Griner.

**Additional Posts:** Other smaller posts include a screenshot of a tweet from dylan.schwartz (@dylanschwartz) and a post from jeffbezos (@jeffbezos) with a caption about flying through LAX to document the reveal of the world's largest rooftop billboard.

# amazon prime video | social media data

the metrics behind amazon prime video's rooftop ad campaign

platform	likes	comments	retweets	total reach (not including followers of retweets/reshares)	total engagement
instagram*	82,442	1,100	-	3,230,319	83,542
twitter	8,540	522	797	1,763,821	9,859
adweek	-	-	-	7,400,000	-
<b>totals</b>	<b>90,982</b>	<b>1,622</b>	<b>797</b>	<b>12,394,140</b>	<b>93,401</b>

the spectacular nature of the rooftop signs initiated a viral effect on web and social media platforms. amazon prime video added a reach of **over 12.3 million** to those consuming their media from the screen of their phones and/or computers. the metrics recorded here are conservative, not including the followers of the 797 retweeted posts, nor does it include the posts via LinkedIn and Facebook.



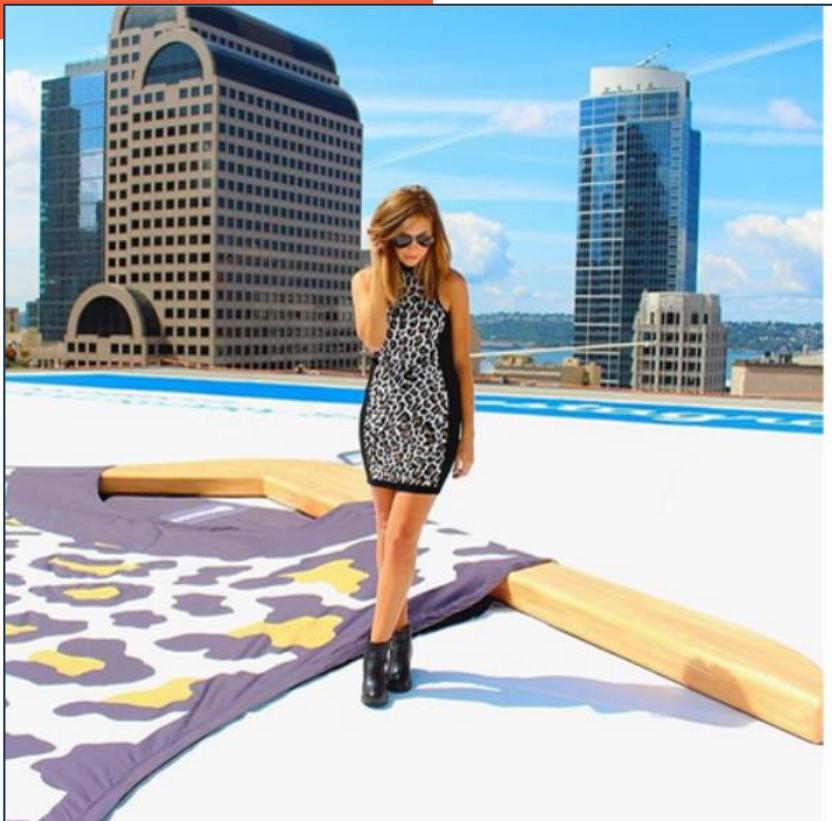
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# nordstrom (2015)

## anniversary sale instagram campaign in seattle

In 2015 Nordstrom installed a rooftop advertisement...and made sure social media knew all about it.

The intent was not to capture impressions from eyeballs above, but rather to take the social media circuit by storm...which it did.



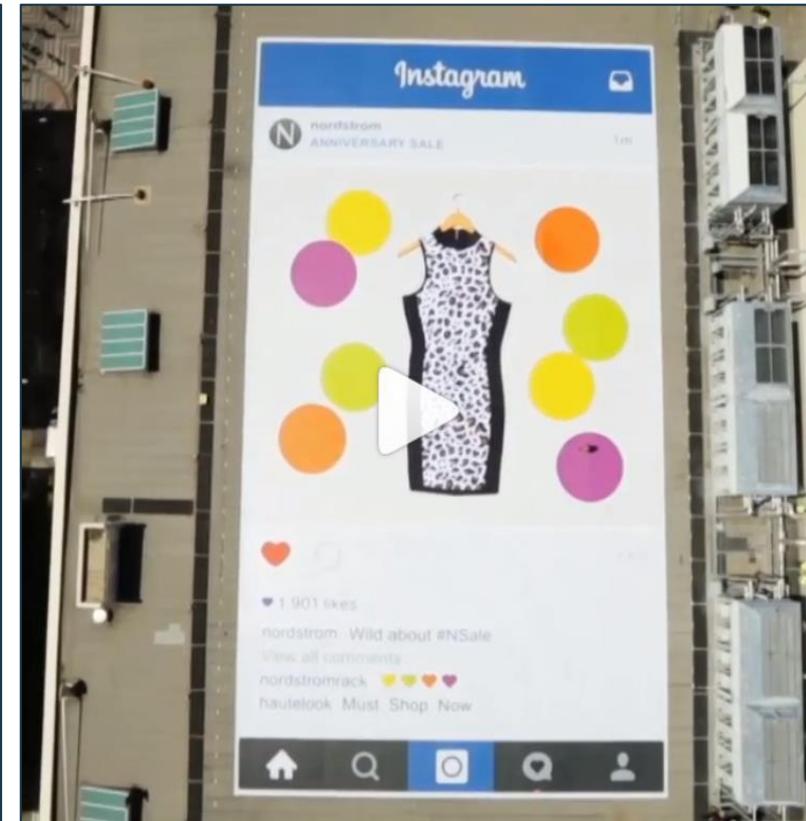
**nordstrom** Link in profile FOLLOW

12k likes 6d

**nordstrom** Wild about #NSale.  
view all 100 comments

**nattchann** Yayy @lindyholts !  
**katielaurenn** Power moves @lindyholts  
**theonlybrittney** Ahhhh love it! @lindyholts  
**jamsam\_** @amerolib lol I need to follow nordys! Sale time 😊  
**maryoom1990** When Available palette anastasiabeverlyhills new one ( couture palette)  
**nordstrom** Thanks, @maryoom1990! We currently have the Contour kit, item number 1019894, in two shades: light to medium and medium to tan. Be sure to plug that item number into the Nordstrom search bar to check it out. -Ny  
**kmaecasey** Lookin fab, @lindyholts!  
**sofiaf02** @salsa\_picante yesssss boooooo  
**salsa\_picante** @sofiaf02 looks like it belongs in your closet!!

Log in to like or comment. •



**nordstrom** Follow Nordstrom

nordstrom Our biggest sale of the year deserves a really big @instagram post! #NSale #instaphoto #seattle #drone Load more comments

**ghazal.jessica** @azadeh\_j81 @parisa\_zlg @m.sadeghmovahed @pooyawind @sahar\_roosta @nemyaa  
**irmichev** @renegade\_rese they were not having it with the drone!  
**mz3coupe** #waycool  
**ivyloujacobs** @cdickulous whoa, mind blown! 😊  
**cdickulous** @ivyjacobshair told you!  
**stephanieanne** @sbezzzy LOL!  
**huffythedog** So cool!!!  
**ckels** @klmdsn  
**karlb\_33** @kbogletree

16,573 likes JULY 16, 2015 Add a comment... •

# norstrom (2015) | social media data

the metrics behind Nordstrom's rooftop ad campaign

platform	launch date	views	reactions	comments	shares	account followers
facebook (video)	7/17/15	1 million	15,000	292	966	4.8 million
instagram (picture)	7/16/15, 7/17/15	(posted before view counts)	28,728	747	-	2.8 million
twitter (picture)	7/16/15	-	947	748	947	755,000
youtube (video)	7/16/15	6,920	-	1	-	42,000
nordstrom downtown seattle (facebook pictures)	7/16/15	-	451	3	27	31,000

By posting drone footage of the rooftop sign installation and finished product, Nordstrom added **over 1 million impressions on Facebook alone**. Overall, their campaign reached millions of consumers digitally with their bold, outdoor medium on the rooftop. The metrics recorded here are conservative as the accurate amount of shares and mentions were not tracked with a unique hashtag.

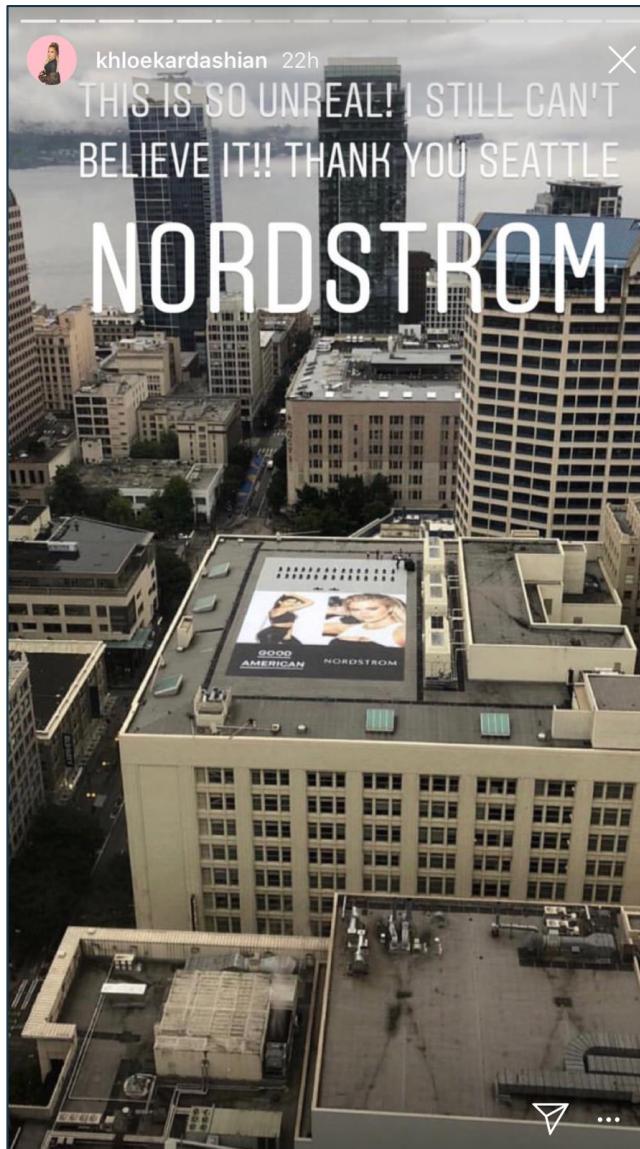


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# nordstrom (2018)

kloe kardashian “good american” rooftop campaign in seattle

With success in 2015, Nordstrom completed a rooftop advertisement again in 2018, this time partnering with Khloe Kardashian.



This time they held a rooftop workout class (and posted to social media) to kick off Nordstrom’s “Good American” campaign.

# **norstrom (2018)**

the metrics behind nordstrom's rooftop ad campaign

platform	launch date	views	reactions	comments	shares	nordstrom followers	khloe kardashian followers
facebook	8/6/18	40,000	392	88	20	4.8 million	18.2 million
instagram	8/6/18	106,587	4,815	103	-	2.8 million	80.9 million
twitter	8/6/18	3,759	58	3	5	755,000	26.2 million

Khloe Kardashian's international fandom mixed with Nordstrom's large following combined to create a "Good American" rooftop campaign that resulted in hundreds of thousands of impressions and a buzzing audience. These numbers don't account for the amount of impressions captured from the shares and mentions of the marketing content, which multiplies and tremendously increases the overall impressions of the sign.

# contact

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**@flybyadvertisements**



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