

OUT OF HOME

Lyst inspires post-work shopping therapy with subway placements

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Lyst ad on a subway platform

By STAFF REPORTS

Inspired by the post-commute online shopping surge at 7 p.m., ecommerce platform Lyst is working to generate even more sales with a guerilla subway placement.

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Basing its creative off the notifications posted within subway stations by the Metropolitan Transportation Authority, Lyst is showing its solidarity with riders with comical takes on shared experiences. The station placement will give Lyst the chance at a captive audience as riders wait for the next train.

Commuting meets commerce

About 5.5 million people use the subway for their commute. Lyst is taking on the role of retail therapist, suggesting some stress release through new fashion.

One flyer makes fun of the notoriously unreliable F train, with the headline "The F train gives you rage. New clothes make you happy."

Others point out the likelihood of running into a former flame in the station, calling for an outfit that does not look intended for yoga class.



One of Lyst's ads references the viral hit Pizza Rat

From analyzing data, Lyst has found that shoppers in SoHo search at volumes 15 percent higher than their Midtown

counterparts, but Midtown consumers' conversion rates are 62 percent higher. The Upper West Side boasts the most mobile usage, and its consumers have the best conversion rate and search traffic of all neighborhoods.

Lyst, a platform that allows consumers to follow their favorite retailers including Bergdorf Goodman, Burberry, Valentino and Barneys New York, has previously shown its personality through a creative campaign.

The site recently positioned itself through statistical wordplay in its first brand advertising campaign.

Each of the 10 advertisements juxtaposed fashion editorial imagery shot by photographer Charlotte Wales with playful headlines based on data collected by Lyst. As a brand of the digital age, this campaign helped to create a distinction of Lyst's strengths in a crowded fashion field ([see story](#)).

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