

# MEET MARINA PRIETO

“Marina Prieto from unknown to a real influencer.”



“All of Spain is asking: who is Marina Prieto?”



The unknown 100-year-old granny who revived Spain’s subway ads.

“An advertising campaign that changed everything.”



“Who is this lady?”



## Context

In 2023, subway ad investment in Spain decreased by 7%. Because of this, JCDecaux, the leading outdoor company worldwide, needed to convince brands that this media truly works, encouraging them to reinvest.

## Idea

To achieve this, we hired Marina Prieto, a completely unknown 100-year-old Galician granny who was posting her content on Instagram, reaching only 28 followers. If she could go viral, any brand could.

## Execution

We used hundreds of spaces brands hadn’t booked to place Marina’s 54 Instagram posts. More than 850 spaces showed Marina’s pictures gardening, eating churros, or taking a nap... without further explanation. We just waited, and it worked.

## Results

Marina went viral. What started in the subway, reached social media, street conversations, press, TV, radio and even other countries. As everyone was talking about her, we revealed that JCDecaux was behind it in front of all the CMOs at the same place, in the Effies. Proving the power of the medium and convincing brands to invest in it again.



39,285% Marina’s IG account grew

13,405% Marina’s engagement

14 countries mentioned in

185 new brands

x2 media investment

Record bookings for JCDecaux

