

# WE GENERATED 200M+ IMPRESSIONS FOR DISPARTI LAW GROUP

## OBJECTIVES

Being named one of the most influential law firms in America, Dispart Law focuses on personal injury cases in the greater Chicago and Tampa areas. This campaign's objective was to create brand awareness with a shareable creative highlighting the hashtag Larry Wins. This campaign focused on targeting lower income households located in the north and southwest corridors of Chicago.

## STRATEGY

Dispart Law utilized 15 OUTFRONT digital and static bulletins focusing in the north and southwest corridors of the Chicagoland metro.

## RESULTS

This campaign generated over 200 million impressions over the course of a year. With dynamic creative changes throughout the year, including holiday messaging and funny call to actions, this campaign increased brand awareness for Dispart Law.

**DISPARTI**  
— Law Group —

DISCLAIMER: OF COURSE, THE RESULTS OF ANY CASE STUDY ARE SPECIFIC TO ITS FACTS. WE CAN'T GUARANTEE THAT ANY OTHER CAMPAIGN WILL DRIVE SIMILAR RESULTS, INCLUDING INCREASED TRAFFIC.

## RESULTS

**200M+**  
CHICAGO DMA IMPS

**40.2%**  
DIGITAL BULLETIN  
REACH

**4.25**  
STATIC BULLETIN  
REACH



**OUTFRONT**