

# WE DELIVERED OVER 16M IMPRESSIONS FOR ONE HOUR AIR

## OBJECTIVES

One Hour Air wanted to promote brand awareness by brightening up the roadways with their stand out yellow creative. This OOH campaign sought to create brand association between Ben Franklin Plumbing and One Hour Air with OOH locations across the Twin Cities metro.

## STRATEGY

One Hour Air targeted core service areas with a series of boards strategically located throughout the Minnesota metro. The plan consisted of consisted larger well-lit bulletins on major highways, locally placed poster/premier boards, and finally high traffic digital boards.

## RESULTS

“Billboards have helped create a strong brand differentiation over many of our competitors. Past customer surveys indicated that billboards ranked #1 in the many ways our customers both see and remember us throughout the year. Billboards also give us an edge when it comes to recruiting and employee morale. Many of our staff, family, friends, as well as recruits often comment about seeing our billboards around town.”

- Jim Paar  
Sales & Operations Manager  
Northern One Hour Heating & Ben Franklin Plumbing - Twin Cities



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.

