

TESTIMONIAL American Standard Heating and Air



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American Standard turned to out-of-home advertising to help drive traffic to its website as well as create general branding. The HVAC industry is a product that has very little brand recognition so it is important for American Standard to brand its business to the Kansas City Metro area. There was a direct correlation in the increase of website traffic and its campaign with OUTFRONT Media. “Our American Standard contractors felt it gave them a leg up on the competition as there were very little, if any, other HVAC companies using outdoor as well at the time. Our spokesperson, Matt Besler, said the billboard campaign got him more calls and people noticing something that he was a part of than the World Cup in 2013!”

Amy McDaid
American Standard



Audience

Adults 35-64
With Children

Media Mix

Static Billboards

Market

Kansas City

Objective

American Standard added out-of-home to their current media mix and successfully increased website traffic as well as brand awareness.

Rationale

“High visibility in high traffic locations provided a great way to enhance the current radio and TV campaigns running. We are using a local sports celebrity as an endorser and outdoor provided another visual element of the campaign that hits the same audience day after day.”