

TESTIMONIAL Beacon Insurance



Audience

Adults 25-54

Media Mix

Posters

Market

Hartford/
New Haven

Objective

After some changes within the business, Beacon Insurance wanted a campaign to target current clients, keep the firm top of mind, and bring in additional clients.

Rationale

The chosen poster locations allowed Beacon Insurance to reach multiple target demographics at a far more efficient rate than other advertising mediums, without wasted impressions.

“...overall, it gave us a sense of legitimacy as a bigger player in the marketplace.”

I was very pleased with the entire process of working with OUTFRONT. My clients were very happy and I received a lot of compliments and calls when they would see the boards. They felt proud and I think it overall gave us a sense of legitimacy as a bigger player in the marketplace. It did increase our phone activity noticeably which is all I could ask for.

Frank Tentrini, Owner
Beacon Insurance