

TESTIMONIAL Blue Beacon Truck Wash



“There’s not a better way, nor more economical way to reach targeted customers”

“We’ve been placing ads on billboards for over 30 years and we’ve always received positive feedback from our clients. Most of our advertisers are located along major highways which necessitates reaching out by securing good highway bulletins. There’s not a better way, nor more economical way to reach targeted customers.

Blue Beacon Truck Wash has had great success and growth by using outdoor advertising as their primary marketing tool. They have grown to over 100 locations in 36 states and Canada. Outdoor Advertising has been an important part of that growth.

*Jack Gregory ~ President
Scenic Marketing, Inc.*

Audience

Truckers, RV & Camper travelers

Media Mix

Static Billboards

Market

Milwaukee and Portage

Objective

Blue Beacon Truck Wash wanted to reach truckers and RV/ Camper travelers with directional information.

Rationale

Blue Beacon’s target audience was highway commuters who look for information on billboards.