

# TESTIMONIAL Club Longitude



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**“...led the the acquisition of our business.”**

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*The billboards that we did increased inbound activity to website and phone, while there was a significant raise in brand awareness. This increased level of brand awareness ultimately led to the acquisition of our business.*

## **Audience**

Adults 21

## **Media Mix**

Bulletins

## **Market**

Hartford/  
New Haven

## **Objective**

Club Longitude was in the midst of undergoing a huge facility renovation and transformation, complete with towel service, a pool & juice bar. The campaign's goal was to peak the interest of Greater Hartford's health-conscious working class and make them aware of the capital city's premium health club.

## **Rationale**

With their single, but large, facility located in downtown Hartford, Club Longitude utilized a rotary program of highway bulletins in Hartford to target commuters traveling into and through the city.

Tim Moore,

**Director of Sales, Marketing & Business Dev.**  
Club Longitude