

TESTIMONIAL Danny Did Foundation



“We recieved a call almost instantly!”

I just wanted to take a moment to write you about our experience with the billboard your company installed for the Danny Did Foundation. We have seen a positive response on our social media pages and we have had an increase in calls placed to our organization.

Soon after our billboards went up, we received outreach from families who have been newly impacted by epilepsy. They needed resources, and because of our billboard, they knew to turn to Danny Did for support. We thank OUTFRONT Media for the prompt installation and the great service throughout our process.

Tom Stanton
Danny Did Foundation



Audience

Adults 25-64

Media Mix

Static Billboards

Market

Chicago

Objective

The Danny Did Foundation wanted to generate brand awareness and drive calls to their organization.

Rationale

The Danny Did Foundation wanted to increase the impact they are making in Chicago. After seeing higher engagement on their social media pages, Danny Did wanted to increase engagement further by amplifying their campaign with Out-Of-Home.