

# TESTIMONIAL Daytona USA



---

**“Our awareness has sky rocketed from the Rotary campaign.”**

---

*“With OUTFRONT Media, we were able to pinpoint and direct traffic from interstates into Daytona USA. Our bulletin rotary program maximized our reach as we were able to customize our campaign to move every 60 days to locations of our choice.*

*Daytona USA now considers directional out-of-home a paramount strategy for it’s advertising communications. We have been extremely successful at reeling in interstate traffic.”*

**Candace Adkinson**  
Marketing & Promotions Director,  
Daytona USA



## **Audience**

Adults 25-54

## **Media Mix**

Static Billboards

## **Market**

Orlando

## **Objective**

Daytona USA wanted to target tourists and local residents traveling through the greater Orlando, Florida area.

## **Rationale**

Out-of-home was used with static billboards in a rotary program which allows Daytona USA to change locations every 60 days.