

TESTIMONIAL Father Nadolny



“I’ve gotten the best results from outdoor- 2, 3, 4 calls everyday.”

I’ve gotten the best results from outdoor- 2, 3, 4 calls everyday. I get many calls and have provided guidance for many because of the billboards, even saving people from suicide and altering their life’s path.

Father Ed Nadolny

Reverend

Audience

Adults 25-54

Media Mix

Bulletins
Digital Bulletins
Posters

Market

Hartford/New Haven

Objective

The intention of this messaging is to reach those of the Christian faith, providing hope and someone to reach out to for guidance.

Rationale

Combining bulletins & posters, the positive messaging features recurring themes of faith and love. These clean & basic designs were created with a first person tone, projecting a more personal and inclusive experience for viewers.