

TESTIMONIAL Frank Beck Chevrolet

Before & After

After



Before



Audience

Adults 25-54

Media Mix

Static Billboards

Market

Detroit

Objective

To change the current design to get more customers to his lot. Make the design simpler and easier to read.

Rationale

By creating a simpler design using the “less is better” technique, consumers would take notice on their commute. The previous design had double the recommended text, the OUTFRONT Media design used only “two” words.

“I honestly do not understand why I hadn’t changed the designs sooner”

I have been 110% satisfied with the results thus far! We have received more business in the last month than any other advertising we have done in the past. Like I stated before, I’m getting so many compliments on the designs and I can see more people on our lot. It has made a tremendous difference with your “less is better”.

Frank Beck

Owner, Frank Beck Chevrolet