

TESTIMONIAL Georgia Tech



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On the first day alone, a photo of the first billboard generated over 160 “likes” on the school’s Instagram account! “The talented designers on OUTFRONT Media’s team created visually appealing designs that were essential in the success of this campaign.” This campaign went on to receive a ton of attention in the local press as well as several creative awards.

Audience

Adults 18+

Media Mix

Static Billboards

Market

Dallas

Objective

The Georgia Tech Athletic Association utilized OOH to spread hype around the city for its upcoming season. Out-of-home advertising has the ability to hit consumers wherever they go. With this out-of-the box execution, Georgia Tech was able to create excitement for the new season.

Rationale

Out-of-home advertising has the ability to hit consumers wherever they go. With this out-of-the box execution, they were sure to create excitement within the marketplace.

Courtney Fischer

Advertising Account Executive for GTAA,
Leffler Agency