

TESTIMONIAL Kafka Land Clearing



Audience

Land Owners

Media Mix

Static Billboards

Market

Wisconsin

Objective

Get the word out of their new business separate from their granite business. They needed a hard hitting message that people would notice and remember.

Rationale

Because Outdoor reaches both daily commuters as well as visitors to the area whether they own vacation or hunting property or if they are developing wooded areas for commercial or agriculture use.

“Every week, we still get new leads that reference our billboards”

“Whether passersby need agricultural or commercial land clearing services or not, our campaign created a buzz, which is invaluable for a service that is primarily referral based. Two years later, people not only know our name, but we’re dubbed the “Got Wood Guys”. Every week we still get new leads that reference our billboards. Thank you for making Kafka Land Clearing a success”

Tiffany Kafka

Kafka Land Clearing, Marketing Coordinator