

TESTIMONIAL Kan Rock Tire



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Tim Roche
Owner, Kan Rock Tire

Audience

Adults 18+
Car Owners

Media Mix

Static Billboards

Market

Flint, MI

Objective

Kan Rock Tires decided to try something a little different this winter with their outdoor campaign to promote snow tires.

Rationale

Tim Roche wanted to make people aware of Kan Rock Tire and its practical use for this upcoming winter season. He puzzled the public when eleven billboards flooded the highways with the simple, yet impactful message: Come On Old Man. After two weeks, the mystery was solved when the revealed copy was posted exposing Kan Rock Tires as the tough guys taunting Old Man Winter.