

TESTIMONIAL Laser & Dermatology Institute



“Outdoor has enhanced and complemented our radio buy by increasing booked appointments and correlating patients.”

Bulletins and posters are highly visible and would be a “great assist” for name recognition and brief campaign positions regardless of party affiliation. “Outdoor has surpassed radio hands-down as the #1 performing media. Compared to direct mail pieces and radio, billboards are more reasonably priced considering their placement on highways and in neighborhoods, and they are up for a month.”

Jud Bardwell
Wells Media



Audience

Adults 18+

Media Mix

Bulletins
Posters

Market

Los Angeles

Objective

Wanting to increase their awareness in the marketplace and increase appointments, The Laser and Dermatology Institute of California turned to out-of-home to target adults.

Rationale

Laser Technology utilized high-profile out-of-home displays, specifically bulletins, to target a densely populated area with their message. An attractive message strategically placed in heavily traveled areas ensured the success of the campaign.