

TESTIMONIAL Lewis Station Winery



“We’ve grown our business and added staff as a result of the billboard. I highly recommend a billboard!”

“We immediately started surveys of customers in the door, asking them how they heard about us. Literally, the first day the billboard went up, we had about 30% of the customers that day say they saw our billboard on the highway. It’s been over a year now and roughly 40% of our customers everyday find us on the billboard! We do other marketing, but nothing works as well. Not many marketing and advertising options will give you immediate success and quickly give you a return on your investment.”

Robert Lewis
Owner and Wine Maker

Audience

Adults 21+

Media Mix

Static Billboards

Market

Lake Mills, WI

Objective

Lewis Station Winery is a small winery in Downtown Lake Mills. They wanted to reach out to I-94 commuters, visitors, travelers and vacationers to increase sales.

Rationale

They decided to use OOH in the form of one directional billboard size 9’x16’ on I-94, 2 miles before their exit. It had the ability to get their message out to the market and reach daily commuters, visitors and vacationers in the area traveling I-94.