

# TESTIMONIAL Mattress Gallery



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**“Outdoor is a definite factor in increasing our sales.”**

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*We know that Outdoor advertising has driven new business to our stores and is a definite factor in increasing our sales. We have greatly increased our visibility for our two stores to eight boards over the last year. Thanks for all your effort on helping us achieve our sales goals.*

**Lou El Khouri**  
Dream Way, Inc.

**Audience**

Adults 18+

**Media Mix**

Bulletins

**Market**

Orlando

**Objective**

Mattress Gallery wanted to target new customers potentially interested in purchasing a new mattress and increase sales.

**Rationale**

Outdoor was Mattress Gallery’s main form of advertising. Knowing it works was the main reason they purchased more boards.