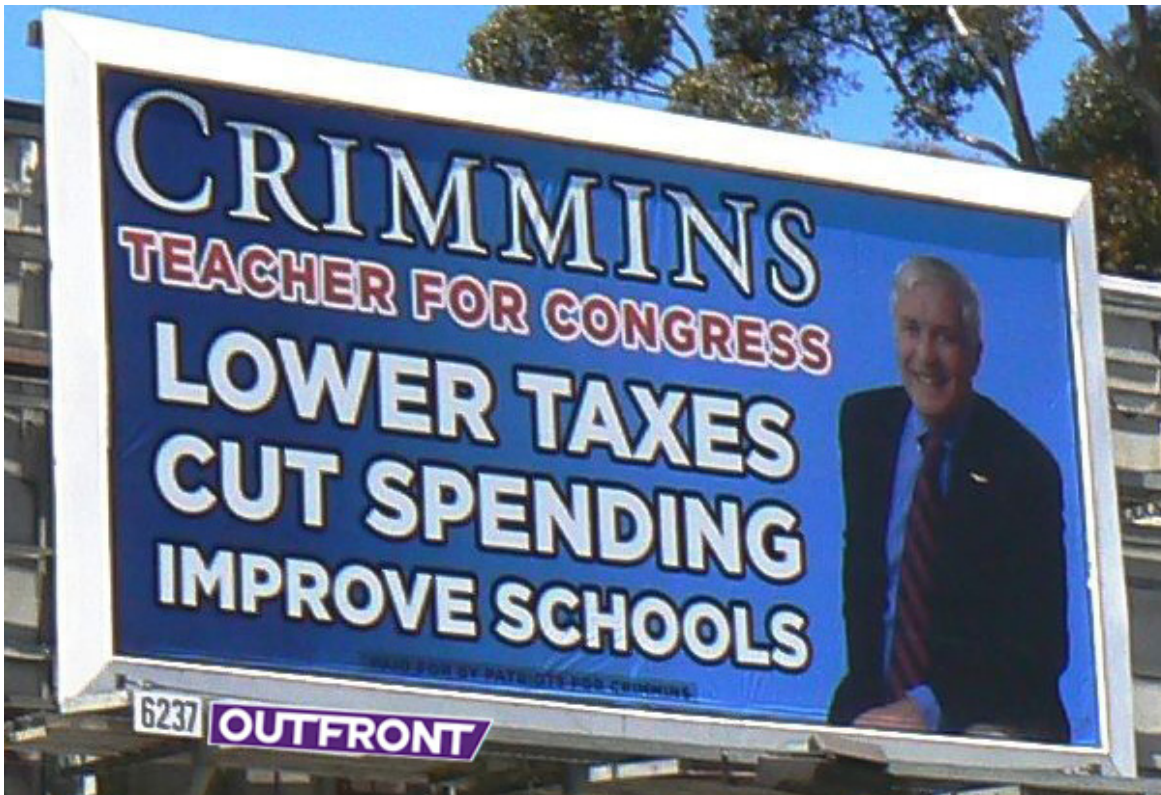


TESTIMONIAL Michael Crimmins



“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.”

As a result of his billboard & poster placements, Crimmins gained recognition and won the June 8th CA Primary Election, demonstrating the power of outdoor advertising.

Working with OUTFRONT Media, we located the best positions for my message to be displayed. With the messages up 24/7, they are always there to be viewed by the general public.

Audience

Adults 18+
Voters

Media Mix

Bulletins
Posters

Market

San Diego

Objective

Michael Crimmins wanted to win the GOP Primary Election and become the GOP Candidate in the 53rd District going into the General Election in November.

Rationale

Bulletins and posters are highly visible and would be a “great assist” for name recognition and brief campaign positions regardless of party affiliation.

Michael Crimmins
GOP Candidate

