

# TESTIMONIAL Atlanta Hawks



**The Atlanta Hawks sure knew how to score the nation's attention with this well-played campaign. If this doesn't make Top 10 Dunks of the year, then we're not sure what does!**

*The Atlanta Hawks created a 700-pound, 3D billboard showcasing Paul Millsap dunking a basketball. To complete the effect, the creative was designed to look as if the billboard is tilting from the player's weight, encouraging fans to dial "DUNK" for a chance to hang out with Millsap himself. Prizes featured in the promotion include a trip to Las Vegas to watch a NBA Summer League game with Millsap, a basketball workout with him and a special opportunity to play him in video games inside Philips Arena.*

## **Audience**

Adults 18+

## **Media Mix**

Static Billboards

## **Market**

Atlanta

## **Objective**

Located on I-85, the billboard has not only generated buzz within Atlanta, but across the national media landscape as well, serving to show the power and impact that comes with well-executed OOH.

## **Rationale**

The Atlanta Hawks wanted to create something big and unique to impact the city at the start of their upcoming season.