

# TESTIMONIAL Blueberries



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**This month-long teaser campaign on a single bulletin, generated some serious buzz over a cryptic message that kept everyone guessing!**

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*The campaign is a testament to the power of a billboard and the human spirit. For weeks our Flint office received dozens of phone calls from news groups across the country trying to find out any information about the meaning of the board. Several news articles speculated and debated over its possible reasoning, with wide-spanning theories (from farming concerns to educational awareness).*

## **Audience**

Adults 18+

## **Media Mix**

Static Billboards

## **Market**

Flint, MI

## **Objective**

Business owner, Phil Shaltz, wanted to grab people's attention by putting daily concerns - the hurdles and the struggles - in the forefront.

## **Rationale**

Shaltz said that his goal was to encourage people to make positive impacts in other people's lives and to pay those efforts forward whenever possible. What better way to stay as a constant reminder than on the street!