

TESTIMONIAL Just Wooden Fences



“A small investment has produced over \$40,000 in tangible sales thus far.”

The billboards helped increase traffic to their website and generated awareness of the business. “A small investment has produced over \$40,000 in tangible sales thus far making the results incredible.”

Walt Thorngren

Owner

Just Wooden Fences

Audience

Adults 18+

Media Mix

Static Billboards

Market

St. Louis

Objective

Just Wooden Fences’ main objective was to increase awareness of their business in the marketplace and increase their web hits.

Rationale

Just Wooden Fences chose outdoor since their target market tends to be active and mobile. OOH is the most effective medium to hit a large number of consumers on a daily basis.