

# TESTIMONIAL MKR Steel Sales



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**MKR has seen more customer growth since the billboards went up than any other month.**

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*MKR Steel has seen more new customers come through their door since the billboards have gone up than any other month. The billboards create a gentle reminder to their consumers and appreciate the local business.*

## **Audience**

Truckers

## **Media Mix**

Static Billboards

## **Market**

Flint, MI

## **Objective**

MKR Steel Sales wanted to create awareness of their location and the wide array of steel and fabrication needs they can satisfy.

## **Rationale**

Since the majority of their target audience spends a lot of time on the road, whether it is traveling to and from work or driving truck loads across Michigan, OOH lets MKR Steel narrow in on their demographic.