

# TESTIMONIAL Mullinax



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*The campaign has been running for 2 months, and they are getting great feedback from the client. They report no negative effects from going dark on TV. The campaign has actually created a lot of buzz around town! Most importantly, they are happy with their sales numbers and, especially the flow of potential customers on the sales floor and online.*

Mullinax

**Audience**

Adults 18+

**Media Mix**

Static Billboards

**Market**

Orlando, FL

**Objective**

Mullinax utilized a branding campaign to establish themselves as the number one Ford Dealer throughout Orlando.

**Rationale**

Utilizing OOH Ratings metrics, OUTFRONT Media was able to show them the value of running with a larger, targeted campaign. They decided to pull their entire TV budget and put it into OOH for 4 months. Their delivery was a total of 98% Reach/36 Frequency and 869 weekly TRPs among their target audience.