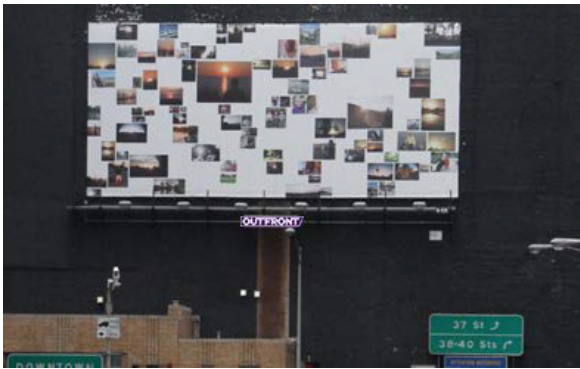


TESTIMONIAL Prudential



Prudential added another dimension to their hugely successful “Day One” campaign.

Four new pieces of creative were on display on New Jersey’s Lincoln Tunnel digital unit. Eye-catching designs were complemented by real-life “day one” stories from actual Prudential customers.

Audience

Adults 21-65

Media Mix

Digital Billboards

Market

New Jersey

Objective

Prudential wanted to increase their brand awareness and direct consumers to an AM radio station where they could hear stories from recent retirees.

Rationale

The power of outdoor advertising campaigns is easily increased when spread across multiple media channels.