

TESTIMONIAL Southland Park Gaming & Racing



“We are exceedingly pleased with the board.”

In order to allow Southland Park Gaming and Racing to “standout in a crowd” a 14’ in diameter 3-D backlit Poker Chip was designed to make their board really stand out. Over 100,000 eyes saw this spectacular on a daily basis

“We could not be more pleased with our experience with OUTFRONT Media on this project,” said Rob Hoerter, Director of Client Services for TMB Marketing.

“ From the amazing location to the coordination, construction and installation of our concept everything was handled professionally and with a level of excitement for the project that mirrored our own.”

Audience

Adults 18+

Media Mix

Static Billboards

Market

Memphis

Objective

Generate awareness within our target audience that Southland Park is closer to them than our competitors.

Rationale

With 10 Casinos advertising in the Memphis market, Southland decided they needed a way to “stand out” among the crowded market. “Outdoor gave us the opportunity to convey our message in a high traffic area to our target audience with a compelling attention grabbing execution.”

SPG&R

Bobbi Jones-Director of Marketing

