

# TESTIMONIAL San Diego Magazine



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**“We always want to hear ‘I see San Diego Magazine everywhere’.”**

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*If several people mention to me that they saw the billboard, I consider it successful. If people I know are seeing it, that means a lot of other people are seeing it and our brand is getting in front of people we aren't normally in front of.*

*People saw it and liked it. They loved the extension- that made the magazine cover really pop! In general, we want to hear people say, “I see San Diego Magazine everywhere”. I think an outdoor campaign really helps us achieve that.*

**Jennifer Rea**  
Marketing Director, San Diego Magazine

**Audience**

Adults 18+

**Media Mix**

Static Billboards

**Market**

San Diego

**Objective**

San Diego Magazine wanted to generate brand awareness for its print and digital publication.

**Rationale**

Out-of-home was used for large scale branding and maximized messaging and exposure with the use of extensions