

TESTIMONIAL SAVECAL



**“We receive about
15 calls per day.
Every board we’ve
invested in, we saw
a good ROI from it!”**

I would definitely recommend OUTFRONT for their variety of Ad placements, technology, and competitive rates. All boards went up on time and as contracted.

We opted for remnant billboards, and they often seem to be in our target areas, so that worked out nicely for us. [We get] many phone calls, and even people walking into our office looking to meet with us about opportunities.

Simon Heit
Digital Marketing Specialist
SaveCal

Audience

Blue Collar
Homeowners

Media Mix

Static Billboards
Posters

Market

Los Angeles

Objective

SaveCal wanted to target homeowners in lower income areas. They wanted to generate brand awareness so that people would call to schedule a free in-home consultation for energy efficient home improvement upgrades.

Rationale

A combination of bulletins and posters were used to generate brand awareness in these target areas.