

# TESTIMONIAL Scott's One Hour



## Audience

Homeowners

## Media Mix

Static Billboards

## Market

Tampa

## Objective

As a new client to Out Of Home, Scott's Air Conditioning & Heating knew they wanted to try it big or not do it all.

## Rationale

Placing iconic boards across the road from one another not only got them noticed but also allowed them to increase the awareness of their brand.

**“... 45% over our revenue budget and the only change is adding billboards to our marketing mix.”**

*For many years we bought TV to build our brand, but then we tried billboards and have never been happier. I chose to work with OUTFRONT because they offer competitive pricing and don't give off that big media company feel. My rep, Brennon Chadwick, has always been professional and trustworthy to do business with.*

*I received my first phone call, that I can attribute to billboards, within 48 hours of them being up because of a unique tracking phone number. All of our phone calls are recorded and I have customers that have called in stating “I see your billboards everywhere, they are kind of hard to miss.” Billboards will definitely be a permanent part of my marketing mix.*

**Alysha Vigue**

Marketing Manager

Scott's One Hour Air

