



“ We have had many people say the only reason they knew about us was because they saw our billboards. We believe it is a great value as well. So many impressions without spending an arm and a leg. ”

- Dick Skaff, Sales

CLIENT NAME

Skaff Carpet and Furniture

OBJECTIVES

To increase consumer awareness of advertising promotions, new product launches, and the Skaff Carpet and Furniture brand.

STRATEGY & TACTICS

- › Skaff Carpet and Furniture has found advertising success with digital and static bulletins due to their flexibility and ability to hit a wide audience at a low cost.
- › “We have used billboard advertising for years and we have been very happy with the results. We use the digital boards to advertise current promotions because of the ease and flexibility to change our message. The permanent boards

help us establish our brand and tell people who and where we are. They have also been helpful in introducing new products such as hardwood floors. The staff at OUTFRONT Media is GREAT to work with and I love doing business with them. I highly recommend billboard advertising and OUTFRONT Media.”