

TESTIMONIAL Soccer Association of Independence



“The billboards definitely helped bring in more new players”

“The spring sign-up went VERY well. We had a very large amount of new players. I feel the billboards definitely helped bring in more new players. I know I have at least 10-12 I talked to alone that stated they saw the billboards, so I would say it was a success for sure. We really appreciate the help from you (the AE) and OUTFRONT Media, and plan to do business again with you all in the Fall.”

-Joshua Campbell
Soccer Association of Independence

Age Range

Adults 18+

Media Mix

Junior Posters

Market

Kansas City

Objective

The Soccer Association of Independence wanted to use junior posters in targeted neighborhoods in the weeks leading up to their spring sign-up in hopes of increasing enrollment.

Rationale

The location of the junior posters had high visibility in targeted neighborhoods. They were the perfect choice to reach parents of children between the ages 3-18.