

TESTIMONIAL Windmill Gourmet Fast Foods



“A customer came in the first day of our digital campaign for a hot dog...”

“A customer came in the first day of our digital campaign saying she had to stop for a hot dog after seeing our ad. Thank you and your creative team. Great Job!”

Windmill was extremely pleased with the response rate produced by keeping the creative simple, yet impactful and eye-catching. With this positive feedback, they are looking forward to doing more with OUTFRONT Media and their new ad designs.

Rena Levine Levy
CEO, Windmill Gourmet Fast Foods

Audience

Adults 18+

Media Mix

Digital Bulletins

Market

New Jersey

Objective

Windmill’s goal was to build an awareness campaign and drive summer shore traffic to their local franchise locations.

Rationale

Out-of-home has been a part of Windmill’s media mix for over 20 years. They started with Jr. Posters, then gradually started to use a mix of posters and odd-size bulletins. This time around Windmill wanted to try something new and exciting.