

# TESTIMONIAL Jerky Outlet Store



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**“Many new customers driven to our store commented they never would have known we were there without the billboard.”**

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*“The Beef Jerky Outlet Richfield started advertising with OutFront Media via billboard right before “Super Saturday” in December. Sales for that Saturday alone were a single day high for the year and exceed what a normal week’s sales figures were. Sales continue to be high January through March due to the added customer volume pulled in from the singular billboard advertisement...Our many happy customers also thank you for assisting them in finding “Jerky Heaven.””*

**Michael Rothschild, President**  
Redskull Division Inc.

## **Audience**

Adults 25-54

## **Media Mix**

Static Billboard

## **Market**

Wisconsin

## **Objective**

The Jerky Outlet wanted to expand brand awareness to those traveling south on highway 41, close to the store location with hopes of driving foot traffic..

## **Rationale**

They decided to use Outdoor because it had the ability to get their message out to the market and reach daily commuters, visitors and vacationers in the area traveling Hwy. 41.