

POWER QUOTE UCLA ATHLETICS



“We have always focused on traditional billboards in the past to market UCLA’s athletics programs. This year, we were able to significantly expand our reach and exposure within the Los Angeles market. We utilized lifestyle center wallscapes, prime vinyl billboards and a massive digital board in Downtown LA to promote the Bruins. This new approach garnered buzz-worthy attention in a very crowded marketplace, not-to-mention incredible social media traction.”

— Scott Palanjian, Director of Marketing, UCLA Athletics