

TESTIMONIAL United Restoration



“It was frightening at first, engaging in an advertising medium we had never explored, but once we made a leap of faith – we noticed that our brand awareness was growing incrementally to a place where today almost all of our clients have told us they saw us on a billboard.”

Beyond the increase of phone calls and clients we obtained by way of our billboard campaign, more valuable is the brand recognition we obtained by being in front of millions of motorists on a daily basis. We stress the importance of not searching for the “cheapest” billboard, but rather – developing a relationship with a company like Outfront with a strong and committed team of creative artists and strategists, and an incredible account executive, to help your company grow.

Audience

General Market

Media Mix

Billboards

Market

Miami-Fort
Lauderdale, FL

Objective

Establish greater brand awareness in our market and separate ourselves from the competition.

Rationale

Utilize a traditional media to reach South Floridians with significant reach and frequency.

JORDAN COHEN

Marketing

OUTFRONT
media