

TESTIMONIAL AFC Urgent Care



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“We have gotten at least 2-3 people per day! We have also increased our internet views on our website to approximately 10,000 views per month. The extensions on the board really stand out [and] makes urgent care fun and approachable. [We are] interested in renewing and contracting more billboards in surrounding neighborhoods.”

Sahak Vartkessian

AFC Urgent Care, Owner

Audience

Adults 18+

Media Mix

Bulletins

Market

Los Angeles

Objective

AFC wanted to increase their visibility in the local community. The advertising objective was to make people aware of their location within a shopping center with an eye-catching directional ad.

Rationale

Out-of-home was used for branding and awareness in conjunction with online and direct mail advertising.