

# TESTIMONIAL Anytime Fitness



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**“When we offer our specials on the digital billboards we see an increase in foot traffic through the gyms and thus more signups occur.”**

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*We have used Outfront for over 2 years. The billboards have been very useful for giving us brand awareness. Outfront is easy to work with, and they provide good value.*

## **Audience**

Adults

## **Media Mix**

Posters  
Bulletins

## **Market**

Phoenix

## **Objective**

To alert the surrounding areas about our locations and the amenities we offer. We do target a professional crowd that is commuting before and after work.

## **Rationale**

It has been extremely useful and helpful in increasing our brand awareness around the Phoenix Metro area.

## **Branden**

Anytime Fitness