

TESTIMONIAL Arizona Vein & Vascular Center



Audience

Adults 35-64

Media Mix

Light Rail
Bulletin

Market

Phoenix

Objective

Our demo is adults 35-64, so it was easy for us to hit the demo we are looking for because almost everyone in the areas that are billboards were in were having some type of leg or foot problem. We focused on a direct response campaign, also focusing on pain and what the patient was feeling.

Rationale

All of the OOH campaigns have successfully reached our target audience. Our competitive advantage was at a all time high when we did both billboards and the lightrail.

“OUTFRONT Media has helped our branding platform as well as our overall reach to the consumer in a very tasteful and effective way.”

We love how easy it is to put our vision to reality. Our rep has been an intricate part in the Outfront Media/AZVVC brand and we are very thankful! We would have never thought to do a light rail until he brought it up and we starting seeing great success from billboards.

Rochelle

AZ Vein & Vascular

