

TESTIMONIAL Automation Alley



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Having a digital billboard has really elevated our marketing campaigns, providing us with a new way to reach our target market in Southeast Michigan.

In return, we have experienced positive feedback and seen results. We had one company that we met for the first time at the Integr8 event say that they registered because they saw it on the billboard. The buzz around it has been amazing. It has been a pleasure working with OUTFRONT Media.

Nicole Kampe, Communications and Media Manager
Rebecca Thibault, Graphic Designer

Target Audience

Tech & manufacturing companies

Media Mix

Digital billboard

Market

Detroit

Objective

To promote registration for various conferences and events throughout 2018, while simultaneously providing brand awareness to attain new members.

Rationale

Their out-of-home was strategically placed on N. I-75 highway in Auburn Hills, an area that is heavily saturated with manufacturing, automotive, and technology-related businesses.