

TESTIMONIAL Clayton Jewelers



“I plan to continue with OUTFRONT Media.”

This was the first campaign with the Omega brand.

...Within our first month on the street we have already obtained a high end client.

The objective was to advertise a new line of Omega watches that are now available to a HHI demo.

Audience

HHI Adults

Media Mix

Static Bulletins

Market

St. Louis

Objective

Clayton Jewelers was looking to advertise a new line of Omega watches during 2017's third and fourth quarter.

Rationale

Out-of-home was used on major highways in the St. Louis region, which targeted high household income area's such as Clayton, Ladue, and West County.

Steven Paige, Owner

Clayton Jewelers