

TESTIMONIAL Clinical Trial Investigators



“40% growth in our participation numbers.”

“We have received good feedback and the campaign was a success. Our OUTFRONT sales executive was there every step of the way. Prior to our OOH campaign we were hoping to schedule patients for our studies and our level of expectation was to receive at least 40 calls per campaign. We were hoping to have a large amount of calls, which would lead to scheduling patients. We achieved that and more! These last campaigns have shown a 40% growth in our participation numbers.”

Audience

Patients with Asthma, COPD & High Cholesterol

Media Mix

Interior Car Cards (Bus and Rail)

Market

Los Angeles

Objective

The goal was to get patients to call the clinic to schedule appointments for the studies mentioned on the copy. OOH's ability to reach this audience was monumental.

Rationale

CTI wanted to reach as many people in Los Angeles as possible so they decided to advertise on the bus and rail systems. Interior transit advertising reaches a completely captive audience during riders' commutes to and from work.

David Selam

CEO, Clinical Trial Investigators