

# TESTIMONIAL Connecting the Dots



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**“I would recommend your billboards as being properly priced and effective in creating broad reach”**

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*We put up a couple billboards and they are great vehicles to get our message out! Outfront has been so incredible to work with - Our account representative has been so attentive to our needs and is always available when we have questions!*

## **Audience**

Adults 25-44

## **Media Mix**

Digital Bulletins

## **Market**

Phoenix

## **Objective**

Our desire is to reach women and let them know our product can be available to them regardless if they can show up each week or not! We wanted to get the message out that someone can watch Online, through our apps, on YouTube or on our Roku channel.

## **Rationale**

We have people telling us they found our bible study because they saw our billboard and we have people show up at Bible study who said they found our study because of the billboard!

## **Lisa**

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