

# TESTIMONIAL El Gallo Giro



## **Audience**

Adults 18+

## **Media Mix**

Static Billboards

## **Market**

Los Angeles

## **Objective**

El Gallo Giro wanted to increase sales and get a great return on investment.

## **Rationale**

El Gallo Giro wanted a solid return on their marketing investment. OOH was perfect for this because of its ability to disseminate El Gallo Giro's message to the masses and reach all sorts of potential clients from different parts of the city as they drive in and around town.

---

**“OMG, the Torta that you’re promoting on that billboard got me here!”**

---

*“Our OUTFRONT Media Sales Executive has gone above and beyond; he has the knowledge, ability and skills needed to make the proper recommendations on what promotions, offers and billboards or posters will work best for your business. I like to state the fact that we continue to get NEW customers that tell me ‘OMG, the Torta (which is our signature product) that you’re promoting on that Billboard got me here!’ Great to see NEW customers walking into your business.”*

## **Manny Gonzalez**

Director of Operations, El Gallo Giro