

TESTIMONIAL Local CBS News



“We grew awareness of our anchor team and effectively blanketed the market.”

CBS’s campaign utilized billboards in an effort to create awareness for their anchor team. The campaign effectively blanketed their intended markets and created greater awareness. Planning ahead helped them to get premium placement and keeping the design simple made the messaging much more effective.

TRACY LETIZE
CBS

Audience

Adults 25-54

Media Mix

Billboards

Market

Miami -
Ft. Lauderdale

Objective

Create awareness of our anchor team - faces and names.

Rationale

Outdoor helped saturate this very fragmented market with our message.