

# TESTIMONIAL New England Water Environment Association



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**“Campaign increases web traffic, member enrollment and conference attendees”**

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*“Our campaign helped us increase web traffic and membership sign-ups. We also saw an increase of 50 additional attendees to our annual conference. Our OUTFRONT account executive was a pleasure to work with, she was readily available and took the time to thoroughly explain everything. I look forward to working with OUTFRONT Media in the future.”*

**Katelyn Biedron**  
Public Awareness Chair, NEWEA

## **Audience**

General Market

## **Media Mix**

Bus Kings, Subway Interiors, Digital at South Station

## **Market**

Boston

## **Objective**

Raise awareness for the brand and increase attendance to annual conference.

## **Rationale**

Out-of-home was used for large scale branding, while reaching the maximum amount of impressions for the allotted budget.