

TESTIMONIAL Nick's Furniture



“After investing in this advertising I have found that the ROI is a great value!”

The campaign reached the targeted audience. Having the campaign run where it did gave us an advantage as we were the only campaign for our product for some time.

William
Nick's Furniture

Audience

Adults

Media Mix

Digital Bulletins
Posters

Market

Phoenix

Objective

Local company branding, local demographic of all financial situations. In the market now and in the future of home furnishings.

Rationale

Sales increased by 2.7% for billboard activity. Financing increased 35%. Website sales increased by 11% and had an increase customer traffic by 16%.