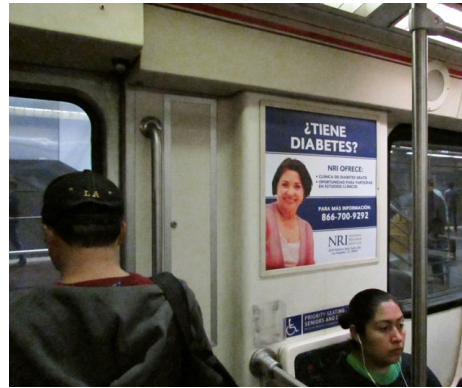


# TESTIMONIAL National Research Institute



**“NRI noticed a 40% increase in new patient participation.”**

*OOH's ability to reach an older market (who is absent online) was monumental in this campaign. NRI maximized its campaign's strength by placing bilingual two-sheet posters, rail cards and bus shelter ads in the Metro and at bus stations near the clinic. After using OOH, the company noticed a 40% increase in new patient participation. While NRI was having trouble interacting with their audience online, OOH had no problem getting to the target market. The 40% increase in new patient participation speaks for OOH's power to drive consumers to action.*

## **Audience**

Adults 54+

## **Media Mix**

Two-Sheets, Shelters, Car Cards

## **Market**

Los Angeles

## **Objective**

National Research Institute (NRI) wanted to increase the number of patients entering their study.

## **Rationale**

NRI's target audience is the underserved, uninsured and older population-- a demographic social media struggles to reach. Though the company posts on Twitter, Facebook and Craigslist, it only has a small following on those platforms.