

TESTIMONIAL On Site Fleet Service



“We have had great success with many new prospects...”

“We have had great success with many new prospects mentioning that they became aware of us through our billboard advertising that we are doing. We are happy to partner with OUTFRONT Media, letting everyone know that we are New Jersey’s leading truck and school bus repair company.”

Matt Myszka
President, On Site Fleet Service

Audience

School Bus & Truck Drivers

Media Mix

Posters, Mobile

Market

New Jersey

Objective

To bring awareness of their late-night services to school bus and truck drivers within the New Jersey market.

Rationale

On Site’s target audience are heavy commuters; therefore, out-of-home advertising was their obvious choice of advertising. They also added mobile to their campaign to enhance their presence.