

# TESTIMONIAL QueensCare Health Centers



**An attractive way to reach a mobile and affluent market.**



*“Launching QueensCare Health Centers’ first ever out-of-home campaign has been a smooth and effortless process with OUTFRONT Media and our Sales Executive. Our placements throughout the Metro Red and Gold lines, along bus routes, and on multiple billboards have helped us introduce our brand to the Los Angeles community.”*

**Bianca Rodas**  
Communications Manager,  
QueensCare Health Centers

## **Audience**

Adults 18+

## **Media Mix**

Bulletins  
Rail Cards

## **Market**

Los Angeles

## **Objective**

To introduce its business to the Los Angeles market, QueensCare Health Centers turned to out-of-home’s capability to target audiences and used bilingual message to distinguish themselves from competitors.

## **Rationale**

They decided to use OOH because of its ability to reach specific target markets. For example, QueensCare Health Centers utilized rail interior cards to advertise on trains that stopped right across from its new facility.