

TESTIMONIAL Sky Zone



“Outdoor helped my business by generating a lot of buzz”

“We do a lot of advertising. We do print, TV spots, movie theater ads, social media and outdoor. I think outdoor advertising helps compliment these other mediums in a way that it touches more people per day than any of them. The response rate from our print ads are not even close when compared to our billboards. We put out coupons and we get a tiny response. Outdoor helped my business by generating a lot of buzz before we were opened. I was inundated with phone calls—about a couple hundred a day—from people saying ‘I saw your billboard...when are you opening?’. It definitely generated more buzz than what we were ready for.”

-Mike Janay

Franchisee, Sky Zone of Pine Brook

Age Range

Adults 18+

Media Mix

Static Billboards

Market

New Jersey

Objective

In preparation for the first Sky Zone location in New Jersey, Sky Zone’s franchisee—Mike Janay—bought a billboard right outside their future location informing everyone passing by that they’re “Coming Soon”.

Rationale

Mike Janay chose outdoor advertising because he was aware how predominant billboards are & how it’s a necessity in order to spread awareness of their grand opening.