

TESTIMONIAL Tabanero Hot Sauce



Audience

Adults 18+

Media Mix

Posters

Market

Los Angeles

Objective

Tabanero Hot sauce wanted to increase brand awareness and drive customers to purchase their product at retailers. They had little experience with OOH and this was their first ad campaign to launch their brand!

Rationale

Out-of-home was used for branding and awareness with 75 posters in the greater Los Angeles area.

“We saw increased engagement on social media”

“This was our first big media push. [We] chose to work with OUTFRONT because they put together a great package deal and made the overall process very simple. The boards launched our new campaign and helped build brand awareness. We saw increased engagement on social media.”

Kevin Peake

Tabanero Hot Sauce, *President*