

TESTIMONIAL Taco Fest



**“Trusting what
OUTFRONT
suggested was the
key factor.”**

We wanted to stand out, show fun creative and to build the buzz prior to the event. We achieved more than we even anticipated and were thrilled with the creative OUTFRONT media put together. Knowing and trusting what OUTFRONT suggested was a key factor.

People often commented on seeing the OOH boards. They were strategically placed by OUTFRONT to capture the millennials' attention. When the billboard was stolen, that upped the publicity significantly and created an increased amount of buzz. People still ask me today if the billboard was ever found.

Tim Young
President, Southport Marketing

Audience

Adults 18-34

Media Mix

Static Billboards

Market

San Diego

Objective

Create branding and awareness to generate ticket sales for the new festival in San Diego targeting millennials

Rationale

Out-of-home was used for branding and priming in combination with radio and tv spots