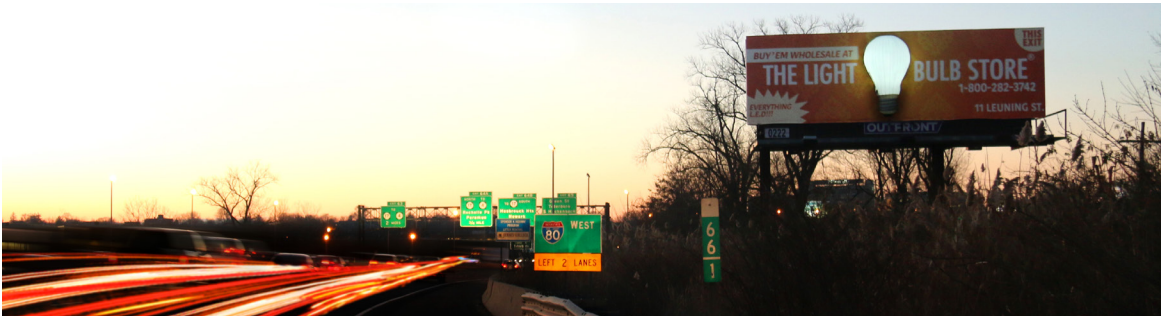


# TESTIMONIAL The Lightbulb Store



## Audience

Adults 18+

## Media Mix

Static Bulletin

## Market

New Jersey

## Objective

The Lightbulb Store wanted to bring awareness to their store and increase their in-store foot traffic.

## Rationale

Out-of-home has been a part of their media mix for over 5 years. The Lightbulb Store was seeking to try something new and creative on their billboard to generate a positive impact in the community.

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**“We doubled our sales because of it.”**

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When the original idea of displaying an inflatable lightbulb on their current billboard was presented, the owner was against it saying, *“I was happy with the one we had. However, he [AE] talked me into it to give it a try...I did and it worked out unbelievably!”*

The decision to trust in our idea helped our client increase foot traffic and sales. *“Every day 3 or 4 people come in and say ‘If I hadn’t seen the billboard I wouldn’t be here’. I would recommend that type of billboard [3D inflatable] to anybody. We doubled our sales because of it—no question about it.”*

**Larry Birnbaum**

Owner, The Lightbulb Store