

TESTIMONIAL VALSAN of Kendall, Inc.



“These ads have helped to change the perception about what VALSAN really is.”

The campaign was a success! The buses created awareness and VALSAN was “getting noticed.” Their creative message drove clients straight to the store and they were able to reach a different demographic, such as younger women showing interest in their hip, new jean selection.

“It is really exciting to see how much these ads have helped to change the perception about what VALSAN really is and the type of products we carry.”

Carmen Hernandez
President, VALSAN of Kendall, Inc.

Audience

Women

Media Mix

Ultra Super Kings
Bus Taillights

Market

Miami

Objective

VALSAN of Kendall, Inc. wanted to generate brand awareness and reach a different group of clientele than they had previously with their TV ads.

Rationale

They started advertising by using small ads located on the back of the bus and eventually grew to larger ads taking up the side of the bus.