

# TESTIMONIAL WaBa Grill



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**People were more intrigued and aware of the brand.**

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*The campaign was a success! After years of collaboration, WaBa Grill continues to be an OUTFRONT Media client who has been increasing OOH usage of posters, freeway billboards and digital billboards. As a result, people were more intrigued and aware of the brand.*

## **Audience**

Adults 18+

## **Media Mix**

Static Billboards

## **Market**

Los Angeles

## **Objective**

WaBa Grill's main goal was to drive hungry people to their restaurant locations across the Los Angeles market.

## **Rationale**

They decided to use OOH to raise brand awareness because of its ability to reach the general market and all types of potential clients from different parts of the city as they drove in and out of town.