

# TESTIMONIAL WAEPA



“Clients contacting WAEPA for more information mentioned seeing our ads on buses or metro”

*We absolutely would recommend OUTFRONT Media. In DC alone, it is an ideal way to get your brand out between the buses and certainly the Metro. Their creative department did a fantastic job with our signage, and the installment for our campaign was fast.*

## **Audience**

Government Employees

## **Market**

Washington DC

## **Media Mix**

Station Domination  
Ultra Super Kings  
2-Sheets  
Digital  
Car Cards  
Mobile

## **Objective**

To reach federal civilians and promote open membership in order to increase brand awareness.

## **Rationale**

OOH and mobile were placed around government buildings and downtown reaching federal employees multiple times a day.

**Shane Canfield**

CEO, WAEPA