

TESTIMONIAL Women Encouraging Living Donation



“First time out and not the last for partnering with OUTFRONT”

Our WELD (Women Encouraging Living Donation) billboards were a hit in part because of their careful placement to reach our demographic and the beautiful design. They started a conversation that led to a front page story in the Union Tribune, multiple phone calls to the foundation, and a half hour interview on 7 San Diego radio stations. A great kick off to our campaign.

As a rookie to outdoor advertising I was grateful for the direction, suggestions, and responsiveness from OUTFRONT media and Joe Casio, including presenting at our meeting and answering questions throughout the process. First time out and not the last for partnering with OUTFRONT to get the WELD message...out and in front of San Diego.

Diane Brockington

Executive Director, John Brockington Foundation

Audience

Females A25-50

Media Mix

Static Billboards

Market

San Diego

Objective

Generate awareness for WELD (Women Encouraging Donation Organization)

Rationale

Strategic Out-of-home placement was used to generate awareness amongst their target audience