

TESTIMONIAL Local 10 News



“Our outdoor campaign played a critical role driving awareness and was a strong part of our stations #1 ranking in May 2015.”

Local 10 News utilized a great Media Mix to create awareness for their local news station. The station was lacking a strong outdoor presence and Outfront Media was the answer to reach their audience because of the diverse forms of OOH advertising that only Outfront has in South Florida.

BILL MCCORD
Local 10 News

Audience

Adults 25-54

Media Mix

Billboards
Buses
Transit Shelters

Market

Miami
Ft. Lauderdale

Objective

To effectively use Co-op dollars to drive our brand, our on air talent and our programming to South Florida commuters/viewers.

Rationale

We wanted to take advantage of all the sets of eyes driving in traffic in South Florida. We went with Outfront Media because they could package static/digital billboards with transit advertising.