

# TESTIMONIAL XLANes



---

**“Ever since we started advertising with OUTFRONT Media, we have noticed an increase in awareness for our brand.”**

---

*“Ever since we started advertising with OUTFRONT Media, we have noticed an increase in awareness for our brand. Since XLANes has not been around for long, we have received a noticeable amount of curious patrons, whom have taken the time to call in to ask more about us and our location. We have also received corporate event inquiries. I only wish we did more market research to hear where all of the inquiries were coming from to give a statistical relation as to how much we’ve grown since the campaign. What I can say is that I have heard results from the times that I have asked our guests of where they have heard of us, and it is pleasing to hear that the OOH campaign has been working!”*

**Jenny Wong-Li**  
Event Specialist, XLANes



## **Audience**

Adults 18+

## **Media Mix**

Backlit Displays  
Lifestyle Centers

## **Market**

Los Angeles

## **Objective**

XLANes wanted to utilize backlits at popular retail centers in the greater LA area which are known for their upscale audiences.

## **Rationale**

Out-of-home provided the ability to get their message out to the market and reach potential customers while they were visiting The Grove and The Americana, popular nightlife and activity destinations.