

WE MADE BRANDON J. BRODERICK A LOCAL CELEBRITY!

Brandon J. Broderick is a personal injury law firm that is most famously known for their effective use of outdoor advertising. To many New Jerseyans, Brandon J. Broderick is seen just about everywhere and his message is bold enough to get consumers to search his name for additional details about the firm. The combination of message simplicity and extensive coverage allowed Brandon J. Broderick to achieve maximum success through advertising.

STRATEGY AND TACTICS

- **Strategically Placed:** Brandon J. Broderick runs advertising year round rotating their message across 30 static bulletins across the state of New Jersey assuring maximum reach and frequency.
- **IRL to URL:** The lack of contact information triggered curious consumers to search online to find out who is Brandon J. Broderick as well as further information.
- **Client Praise:** *"I have hundreds of people calling me every day telling me I need my phone number on my board. I simply say 'Thanks for calling'."*

BRANDON J. BRODERICK
ATTORNEY AT LAW

DISCLAIMER: OUTFRONT DOES NOT GUARANTEE RESULTS OR END USER ACTIVITY/ENGAGEMENT RESPECT TO OUTFRONT MOBILE NETWORK CAMPAIGNS, INCLUDING, WITHOUT LIMITATION, THE CLICK THROUGH RATE (CTR), THE SECONDARY ACTION RATE (SAR) OR INCREASED TRAFFIC/VISITS, CUSTOMER INTERACTIONS, COMMERCIAL OPPORTUNITIES, REVENUE OR ROI.



RESULTS

8.3M

WEEKLY IMPRESSIONS

15%

WEEKLY REACH

3.3

WEEKLY FREQUENCY

