

OUTFRONT STUDIOS DESIGNS FRESH AND FUN OOH + MOBILE CAMPAIGN FOR FENCE OUTLET

BACKGROUND

Fence Outlet is a fencing company specializing in a variety of fencing types and styles. To increase brand recognition and, in turn, drive traffic to their Orlando and Tampa area stores, they used OOH and Mobile advertising as part of their media mix.

STRATEGY

OUTFRONT Studios designed a fun and fresh campaign. Multiple creatives were designed with clever copy to resonate with potential clients. Various fence types were featured and the messaging included Fence Outlet’s “\$0 Down plus 0% Financing” offer.

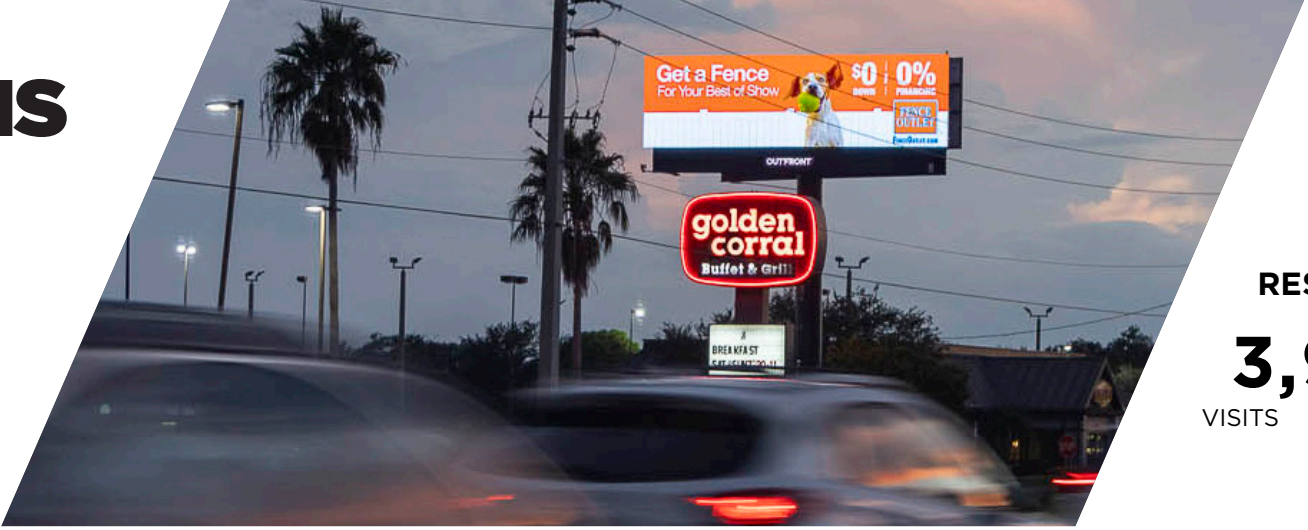
Both Static and Digital Bulletins were used along with motion creative Mobile banner ads. Mobile banner ads were delivered via proximity location targeting and retargeting.

RESULTS

A successful and memorable campaign -- the client reported that customers have mentioned noticing their billboards and we drove almost 4000 total visits to their Orlando and Tampa area stores.

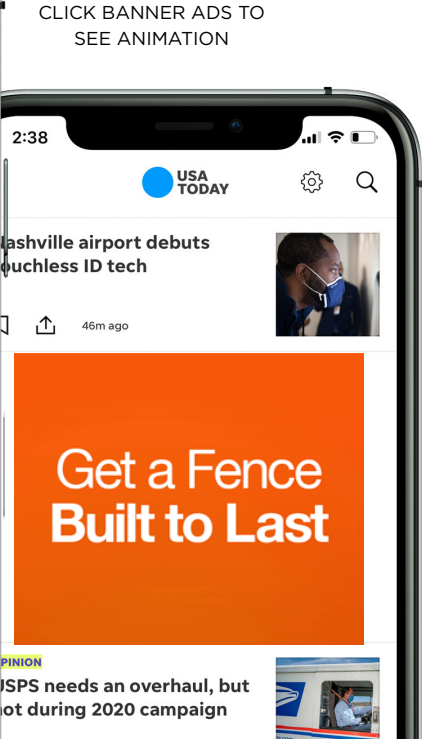
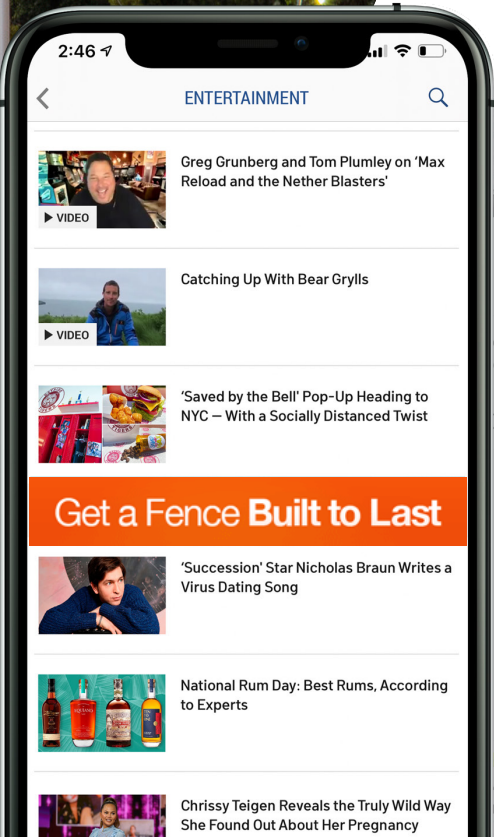
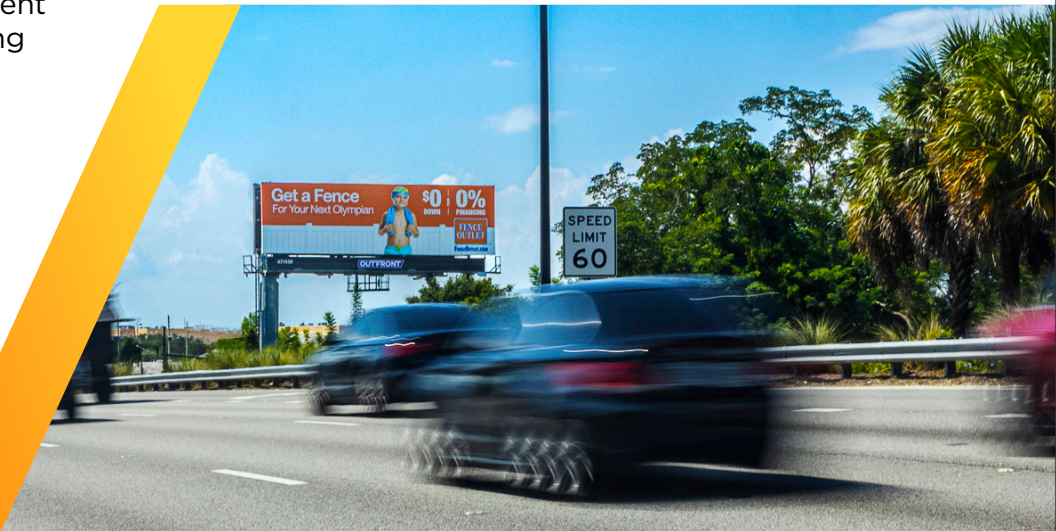
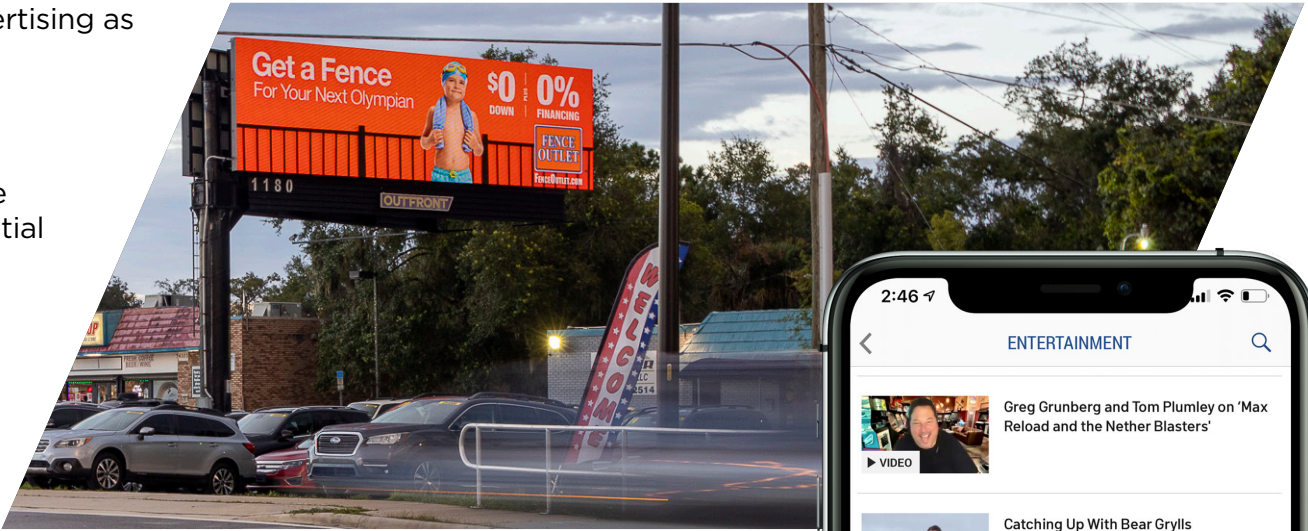


DISCLAIMER: OF COURSE, THE RESULT OF ANY CASE STUDY ARE SPECIFIC TO ITS FACTS. WE CAN'T GUARANTEE THAT ANY OTHER CAMPAIGN WILL DRIVE SIMILAR RESULTS, INCLUDING INCREASED TRAFFIC, END-USER ACTIVITY (CLICK-THROUGH OR SECONDARY-ACTION RATES), OR REVENUE.



OUTFRONT

RESULTS
3,982
VISITS



CLICK BANNER ADS TO
SEE ANIMATION