

# OOH INCREASED BRAND AWARENESS & CLIENT ROASTER FOR GOLITKO AND DALY, P.C

## OBJECTIVE

Golitko and Daly, P.C is a personal and work injury law firm located in Indiana. The law firm’s objective for this campaign was to stay relevant and create continuous brand awareness with national corporations and major businesses in the Indianapolis market and Kokomo communities.

## STRATEGY

Golitko and Daly’s annual OOH campaign locations were chosen based on their ability to reach C-suite players in larger businesses/ corporations in Indianapolis and Kokomo.

## RESULTS

Golitko and Daly’s campaign generated over 78M impressions with an estimate 95% campaign reach for the Indianapolis market. Golitko and Daly P.C. reported that there rarely is a week that goes by without a potential client mentioning they’ve seen the Golitko billboards. The OOH campaign has brought greater awareness to the brand and increased both their inquiries and overall client roster.



DISCLAIMER: OF COURSE, THE RESULTS OF ANY CASE STUDY ARE SPECIFIC TO ITS FACTS. WE CAN'T GUARANTEE THAT ANY OTHER CAMPAIGN WILL DRIVE SIMILAR RESULTS, INCLUDING INCREASED TRAFFIC.



*“OOH is essential to any business establishing a brand in the community it serves. This campaign has brought awareness to our brand and has added value to our other media campaigns running in the Indiana market..”*

- Matt Golitko, Personal Injury Lawyer



## RESULTS

**78M+**

OOH IMPS TO A18+

**95%**

CAMPAIGN REACH

**29.18**

CAMPAIGN FREQUENCY