

WE HELPED INCREASE SALES BY OVER 20% FOR MAHALO HEATING & AIR CONDITIONING

Located in Roseburg, Oregon, Mahalo Heating & Air Conditioning serves the Douglas County community with a variety of residential and commercial services which include heating, cooling, indoor air quality, custom sheet metal fabrication, duct cleaning, and more! Relying heavily on TV advertising, they were looking to shake things up and turned to a larger OOH campaign to increase sales and generate more awareness on promotions and special events.

STRATEGY & TACTICS

- **Strategically Placed:** Mahalo Heating & Air Conditioning utilized 9 bulletins and 1 poster throughout Roseburg, Southport, and Bandon to spread awareness. Locations were strategically picked on the heavily trafficked I-5 and 101 freeways as well as downtown Winston and Roseburg for maximum awareness.
- **Creative Impact:** Creative was simple but made a statement with Mahalo's bright logo as well as promotion enticing customers to improve the comfort of their own homes with 0% financing for 72 months. With serving smaller, rural areas of the state, having this financing promotion on their creative was important to reach more potential customers and be accessible.
- **Campaign Success:** The campaign was a complete success increasing overall sales from 2021 by 21% to \$1.7 million. When comparing sales to 2020, sales increased by over 200%!



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, END-USER ACTIVITY (CLICK-THROUGH OR SECONDARY-ACTION RATES), OR REVENUE.



OUTFRONT/

RESULTS

\$1.7M

IN TOTAL SALES DURING THE CAMPAIGN

21%

INCREASE IN SALES FROM YEAR PRIOR