

WE INCREASED HVAC SALES 13% WITH A HIGH-IMPACT DIGITAL MONUMENT

BACKGROUND

McHales Inc., a local plumbing, heating, air conditioning, and electrical contractor, was looking for a way to strategically promote their various service lines throughout the year to build awareness and consistently grow new business. They wanted a high-impact opportunity that targeted key audiences within their service area and allowed them to change creative easily.

STRATEGY & TACTICS

- **WOW FACTOR** - We identified our digital monument as a standout asset for their campaign. This digital monument has 3 faces and sits a heavily traveled intersection centralized in their service area.
- **DIGITAL FLEXIBILITY** - McHales was able to promote their various service lines and messaging tied to community happenings and holidays throughout the year.
- **EFFICIENCY** - Due to the one-of-a-kind nature of this unit and its ability to target their core audience, the client decided to perm out this unit for the entire year and utilize it as a tentpole for their various awareness campaigns.

RESULTS

- “Main Drain” creative increased sales 12%
- “Generator” creative increased sales 15%

McHales
Since 1950



OUTFRONT

RESULTS

13.5%

AVERAGE INCREASE IN
SALES AMONGST TWO
SERVICE LINES

DISCLAIMER: OUTFRONT DOES NOT GUARANTEE RESULTS OR END USER ACTIVITY/ENGAGEMENT WITH RESPECT TO OUTFRONT MOBILE 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.