

ORANGE COUNTY ANIMAL SERVICES (OCAS) USES DIGITAL BILLBOARDS, RECEIVES LOCAL MEDIA ATTENTION

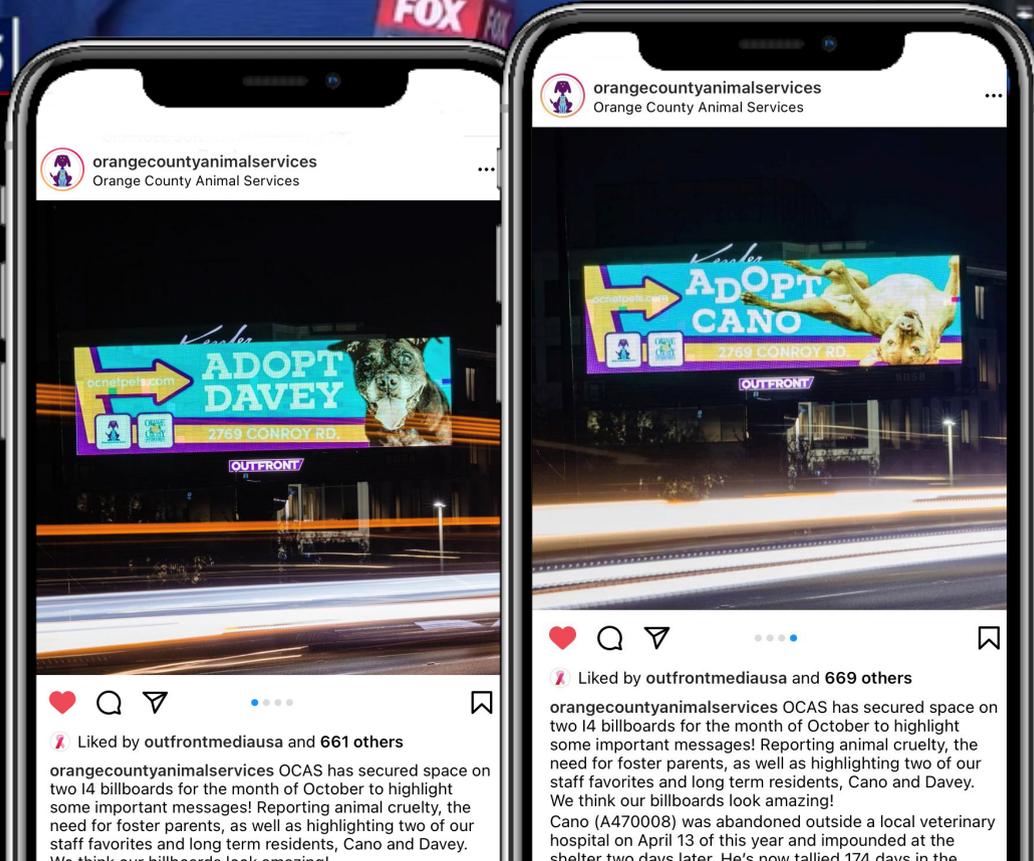
Orange County Animal Services (OCAS), in Orlando, FL, recently used the flexibility of digital billboards to bring attention to two long-term residents, Davey and Cano. OCAS is no stranger to the power of OOH advertising however, this is the first time OCAS has featured specific animals in need of adoption on billboards. Both Davey and Cano have been at the shelter for longer than most and are in need of permanent homes. In addition to putting a spotlight on Davey and Cano, the flexibility of digital billboards allowed OCAS to run additional messages such as encouraging residents to report animal cruelty and messages recruiting foster parents for neonatal kittens who require bottle-feeding. OCAS promoted their billboards on social media, thereby amplifying their messaging.

*Update: Davey has been adopted!

“We think our billboards look amazing!”



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