

IRONHEAD ROOFING DROVE BRAND AWARENESS WITH STRATEGICALLY PLACED OOH!

Ironhead roofing, a veteran owned specialty roofing contracting company, was looking to increase awareness in the Corvallis, OR area.

STRATEGY AND TACTICS

- Ironhead Roofing selected 5 targeted posters throughout the Corvallis area to generate brand awareness. They also used Facebook in conjunction with their campaign, incentivizing customers with a prize if they went to each poster location.
- The campaign was a success! Ironhead Roofing upgraded their 8 week campaign to an annual campaign and added 2 more posters for a total of 7, increasing their initial investment by \$53,000.
- “We had two successful bids landed and we increased our applicant pool with better qualified applicants who noticed the ads. I received multiple calls from sub-contractors that we worked with who noticed the creative and complimented us on the great looking campaign”

-Andrew Barnes, General Manager

