

# WE INCREASED AWARENESS AND PHONE CALLS FOR RAINFOREST PLUMBING & AC

Rainforest Plumbing and Air Conditioning is a leading HVAC company based in Phoenix, with its headquarters in Mesa, AZ. In their relentless pursuit of expanding their reach and attracting potential clients, they sought OUTFRONT's expertise to develop an impactful OOH strategy tailored to the Phoenix, AZ area. The primary objective was to significantly enhance their visibility, ultimately driving an impressive increase in phone calls from interested customers

## STRATEGY & TACTICS

- **Use OOH as a Tool to increase Online Activation:** Rainforest Plumbing leveraged OUTFRONT's Audience targeting expertise to help them find the most effective billboards for their 6-month campaign and track the results of online activation.
- **Strategically Placed:** Rainforest Plumbing and AC posted 4 bulletins and 2 posters in desirable areas targeting consumers who are most likely to need a new Air Conditioner or repairs in the near future. The client was able to identify that leads increased from zip codes that the OOH was placed in.
- **Client Praise:** "We have noticed a uptick on our online requests that are coming in through the same zip codes as the billboard placements. The billboards coupled with some online changes we made to our campaigns have absolutely helped increase the number of leads and calls. As far as HVAC, we are booked out solid and **our phones**



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, OR REVENUE.

## RESULTS

**INCREASED  
ONLINE  
ACTIVITY**

**PHONES  
ARE  
RINGING  
OFF THE  
HOOK**



OUTFRONT