

# WE HELPED GENERATE 11M+ IMPRESSIONS & INCREASE CLIENT REFFERALS FOR A LOCAL INDY LAW FIRM

## OBJECTIVE

Steven E. Willsey is a well-established personal injury lawyer located in Indianapolis, IN. This 2023 OOH campaign sought to generate brand awareness in the market and serve as a reminder to the past or future clients of Steve Willsey services.

## STRATEGY

This campaign used two static billboards located on I-465, which is a highly trafficked highway that circles downtown Indianapolis and surrounding neighborhoods. Both units were selected due to their proximity to Steve Willsey’s office and their high impression yield. This campaign used eye-catching creative with emojis and bright directional copy to grab the attention of roadway consumers

## RESULTS

Steven Willsey Law’s OOH campaign yielded an estimated 11 million 18+ impressions and average 4-week reach of 10% in the market. The client also saw an increase in client referrals from past clients during the campaign flight dates.



**STEVEN E. WILLSEY**  
ATTORNEY AT LAW

SOURCE: GEOPATH 2023 RELEASE  
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.

“This billboard campaign helped generate referrals from past clients which is excellent for creating awareness for my business and it’s great to see my messaging on major roadways in Indianapolis.”

- Steve Willsey  
Attorney & Founder

