

WE DELIVERED OVER 325M IMPRESSIONS FOR THE CARPET GUYS

OBJECTIVE

The Carpet Guys objective was to expand their brand awareness to keep their brand top of mind to homeowners for when they need to update their floors. In a highly competitive market, it is a priority to The Carpet Guys that their digital rotary campaign provides the ability to saturate the Detroit DMA.

STRATEGY

The Carpet Guys uses digital billboards to ensure mass coverage across the market, capturing audiences wherever they go in Metro Detroit as they move about their day. The digital billboards allow for flexibility of messaging, rotating branding messages with special deals and limited promotions.

RESULTS

Overall this digital rotary-style campaign delivers over 325M general market impressions throughout the multiple flight durations. The Carpet Guys are known for their billboards! They use the OOH medium well, are constantly showcasing buzzworthy creative, and they see the uptick in calls when they increase the number of units running within the market.

“OUTFRONT’s digital billboard network gives us mass awareness throughout Metro Detroit with the flexibility to change out our messaging quickly and easily. We love our digital billboards!”

- Tom Kash, Marketing Director

THE CARPET GUYS

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.



RESULTS

325M+

GENERAL MARKET IMPRESSIONS



OUTFRONT