WE DROVE OVER 188,000 LE IMPRESSIONS FOR TOM ANELLI & ASSOCIATES

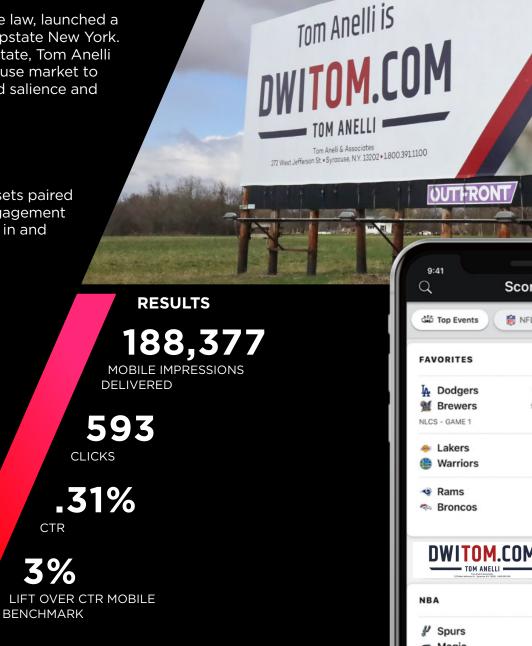
Tom Anelli & Associates, a law firm specializing in DWI case law, launched a campaign focused on spreading brand awareness across upstate New York. Initially launched as a billboard campaign throughout the state, Tom Anelli incorporated a strategic mobile campaign within the Syracuse market to align with the billboard media in an effort to increase brand salience and generate inquiries.

STRATEGY & TACTICS

- Target Audience: The combination of physical OOH assets paired with the mobile geofence boosted impressions and engagement among Tom Anelli's target audience of potential clients in and around Syracuse.
- Mobile Strategy: The campaign used location-based digital ads that were placed in zip codes with a high concentration of liquor stores, bars, restaurants, and nightlife events. This incorporated 21 zip codes across the Syracuse market.
- **Creative Excellence:** Visually consistent and simple creative across multiple formats, including mobile banner ads and billboards, increased brand recognition and drove traffic to the website.



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 (CLICK THROUGH OR SECONDARY ACTION RATES), OR REVENUE.





Scores

96-67

2-3

2-3

MFL NFL

OUTFRONT