

STRATEGICALLY PLACED OOH DREW CUSTOMERS FROM DESIRED AREAS

Central Florida wildlife attraction, Wild Florida, needed to increase brand awareness with locals and turn them into customers.

STRATEGY & TACTICS

Creative Excellence: OUTFRONT Studios created a fresh, updated campaign for Wild Florida to be used on OOH and Mobile.

OUTFRONT Account Executive Strategy: Working with visitor data from Wild Florida, billboards were strategically placed in specific areas to target Wild Florida's desired audience. Mobile was used to target competitors' locations as well as desired audience areas.



**“GOOD
BOARDS IN
NEW AREAS
WORK!”**

--Sam Haught
Wild Florida

