

WE DROVE OVER 188,000 MOBILE 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.

Tom Anelli is
DWITOM.COM
 TOM ANELLI
 Tom Anelli & Associates
 272 West Jefferson St. • Syracuse, N.Y. 13202 • 1.800.391.1100



OUTFRONT

RESULTS

188,377

MOBILE IMPRESSIONS DELIVERED

593

CLICKS

.31%

CTR

3%

LIFT OVER CTR MOBILE BENCHMARK



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.

