

WE INCREASED BRAND AWARENESS FOR SAM AGUIAR

Sam Aguiar, injury lawyer, wanted to break away from the typical legal ad messaging and instead use OOH to stand out with more positive, reassuring messages. They aimed to build trust and recognition in a crowded market while reinforcing their commitment to helping their clients.

STRATEGY & TACTICS

- **Strategic Creative Messaging:** Rather than focusing on accidents and lawsuits, Sam Aguiar's campaign emphasized hope. This messaging reminds potential clients that they won't be just another case number. Sam Aguiar added this short-term blitz of 10 static bulletins + DDA as a supplement to their current year round coverage. Each static unit received a unique, motivational tagline to spread goodwill throughout the market during the dark days of winter, after the holidays. Because of the success of these added 10 static bulletins Sam Aguiar then contracted an additional 8 units!
- **Client Success:** "It turns out these boards are a big hit. We're getting lots of contacts on them, which feels good. The feedback has been wonderful."
 - Sam Aguiar, Owner



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.

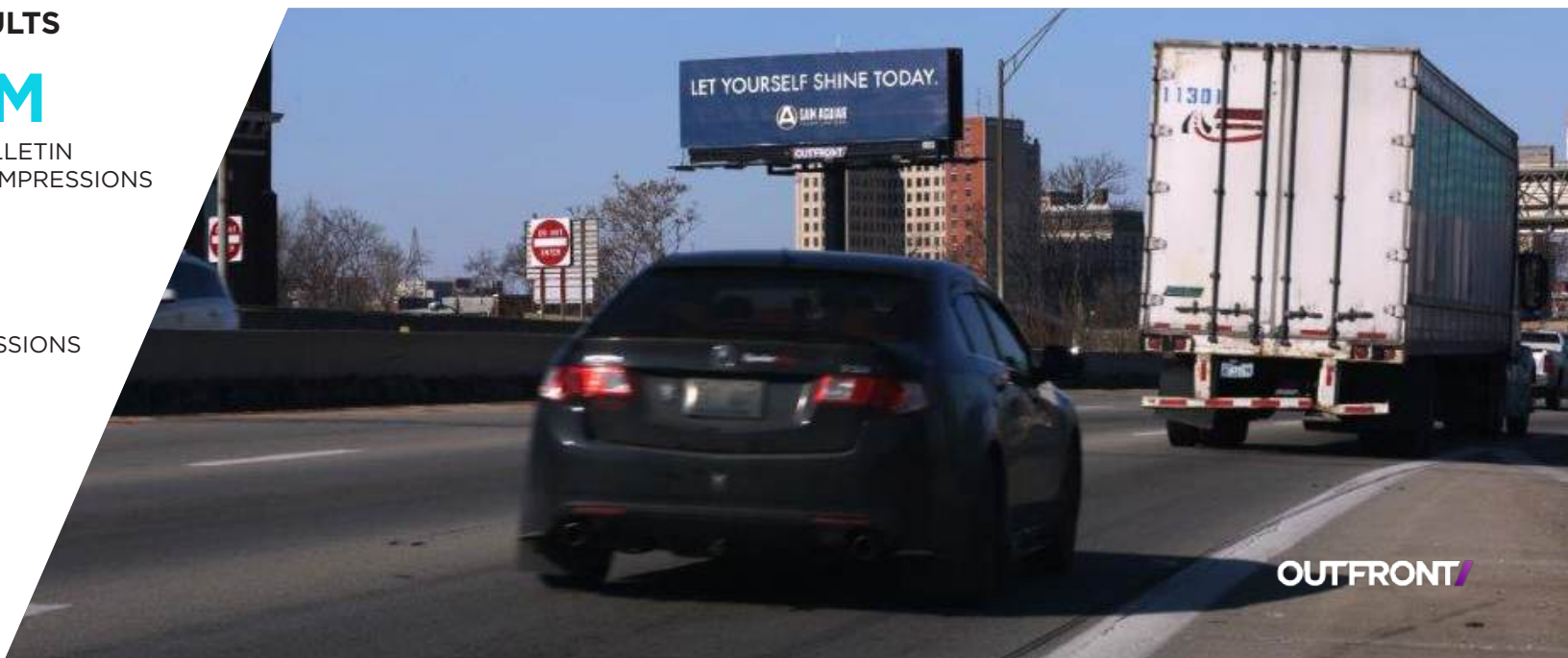
RESULTS

59M

STATIC BULLETIN
CAMPAIGN IMPRESSIONS

3M+

DIGITAL DIRECT
CAMPAIGN IMPRESSIONS



OUTFRONT