

LAW OFFICES OF RYAN CAPPY

BACKGROUND

The Law Offices of Ryan B. Cappy wanted to enhance the marketing they were doing in other areas to increase brand awareness in the Tampa Bay area. They reached out to account executive Ted Schruett at OUTFRONT Media.

RECOMMENDATION

Ted recommended two rotary bulletins placed on well-traveled interstates and highways throughout Tampa Bay. Ted also recommended short-term static bulletins. The combination of these products would give the client reach and frequency needed to increase brand awareness. Simple bold creative featuring a larger-than-life image played a key role in capturing the law firm's target audience.

CLIENT SAID

"OUTFRONT Media (especially account executive Ted Schruett) has been a great addition to our advertising program and truly adds to the marketing we have on other platforms to provide our firm with even more brand awareness in the Tampa Bay Area. Their billboards have provided our firm with an increase in call volume and web traffic since we have started using them."

- Ryan B. Cappy, Esq.

The Law Offices of Ryan Cappy

OUTFRONT

RESULTS

INCREASED
BRAND AWARENESS

INCREASED
CALL VOLUME

INCREASED
WEB TRAFFIC

