KEN NUGENT

Problem
How does a law firm distinguish itself from the competition?

Solution
Develop a creative strategy that builds intrigue and use OOH formats to target potential clients.

Background
Kenneth S. Nugent P.C., Attorneys at Law, was one of many personal injury law firms in the state of Georgia, each of which seemed to employ the same advertising strategy to reach potential clients. The massive amount of cut-and-paste “slogan and phone number” ads had created a cluttered advertising environment, and following the same strategy would make it difficult for the firm to differentiate itself from the competition.

Objective
The objective was to create a unique advertising campaign that would rise above the clutter in the market and raise brand awareness among the general population – while also targeting the most crucial audience: people who suffer accidental injuries.

Strategy
To raise awareness with the general population, a tease-and-reveal billboard campaign was launched in conjunction with similar TV commercials. The first phase of the campaign showed a mysterious man wearing sunglasses and looking into a rearview mirror, with copy reading, “Ambulances chase him.” The hashtag #LegendofLaw was included to generate social media buzz. Weeks later, the second phase of the billboard campaign revealed Ken Nugent as the mysterious man with his logo and the slogan, “One call, that’s all.”

Paratransit bus ads were added to the campaign as well. These buses service eligible persons with disabilities who are unable to board, ride or disembark from an accessible vehicle in the transit authority’s (MARTA) regular bus or rail services. This OOH medium provided the firm with the perfect way to reach potential customers.

Capitalizing on the opportunity, the client purchased the entire fleet, ensuring that the firm would own the medium and not have to worry about competitors placing similar ads. Besides reaching their niche target, the ads also helped to build brand awareness as the paratransit buses moved throughout the city.

In a similar fashion, ultra super king bus displays matching the creative of the “reveal” billboards were selected to help spread the campaign’s message along the streets of Atlanta.

Plan Details
Markets: Atlanta, Columbus
OOH Formats Used & Flight Dates:
Atlanta:
• 12 Bulletins: January 7 - March 31 and April 22 - July 14, 2013

Outdoor Advertising Association of America 2013
• 350 Paratransit Bus displays: December 31, 2012 - December 29, 2013
• 6 Ultra Super King displays: April 22 - July 14
Columbus:
• 3 Bulletins: January 7 - March 31
• 3 Bulletins: April 22 - July 14

Results
The client was ecstatic with the results of the campaign, opting to renew the contract.

By thinking outside the box, the team allowed Ken Nugent P.C. Attorneys to separate itself from the clutter of its competitors. The campaign also gave the client the perfect medium to reach potential customers in a way none of its competitors could mimic.