Background
Figueroa Tax Resolution is a tax preparation and resolution service for individuals and small businesses serving the greater Denver community with an emphasis on the Hispanic community. This industry is competitive due to local and national competitors.

Objective
The main objective for Figueroa Tax Resolution is to generate awareness in key areas of the Denver market with the goal of gaining new clients.

Strategy
Strategically chose billboards in key high traffic areas that also reach Hispanic taxpayers and small business owners. This campaign ran in conjunction with tax season.

Plan Details
Market: Denver, CO
Flight Dates: January 27, 2020–February 23rd, 2020
OOH Format: Billboards
Target Audience: Adults 18+ with a emphasis on the Hispanic community
Budget: Under $10,000
Impressions: 1,240,772

Results
Figueroa Tax Resolution gained four new clients with tax problems and approximately 20 new tax preparation clients as a direct result from this billboard campaign.