

Figueroa Tax Resolution

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.

