**Problem**
How can Pardy & Rodriguez better connect their brand to the Hispanic American community of Orlando?

**Solution**
By maximizing reach and frequency through the use of OOH and mobile.

**Background**
Pardy & Rodriguez, PA practices personal injury and insurance dispute law in and around the Orlando area. Central Florida has a large Hispanic American population and Pardy & Rodriguez launched a brand specific to the personal injury side of their practice to target services to Hispanic Americans in the Orlando market.

**Objective**
The objective was to promote the Pardy & Rodriguez speciality in personal injury cases to Spanish-speaking adults 18+ in the Orlando market.

**Strategy**
A combination of out of home and mobile in-app advertising was used to target the demo.

**Plan Details**
- **Markets:** Orlando
- **Flight Dates:** May 14, 2019 - June 30, 2019
- **OOH Formats Used:** Static Bulletins
- **Target Audience:** Hispanics 18+
- **Plan TRPs:** 494.9
- **Plan Reach:** 41.8%
- **Plan Frequency:** 11.8
- **Total Impressions:** OOH impressions - 432,966; Mobile Impressions - 681,549

**Results**
The mobile campaign generated over 3,000 clicks on banner ad, 307 secondary actions, and a secondary action rate of 9.9% (over 3Xs the benchmark).