

ROOFING EXPERTS USE OOH TO BOOST NEW CUSTOMER CALLS

Campaign Objective:

Increase brand awareness and solidify Philly's Phinest Roofing's reputation as the premiere roofing company in the Philadelphia community.



Solution:

Utilize an aggressive mix of bulletins and posters to both maximize impressions and reach targeted neighborhoods surrounding Philadelphia and Bucks counties.

Leverage memorable branding in OOH creative to enhance consumer recall, and boost online search and customer calls for Philly's Phinest Roofing.

Highlights:

"We ask everyone who calls where they heard about us, and 90% say they saw us on the billboard. People look us up after seeing the billboards, they see our reviews, and they immediately trust us. The billboards have helped solidify us as the top roofing company in the Philadelphia area, and I couldn't be happier with the results."

--Eddie McGovern, CEO of Philly's Phinest Roofing