

OOH BULLETIN HELPS LOCAL HOLIDAY TOUR SELL OUT!

Campaign Objective:

To increase ticket sales for an upcoming local Historic Holiday Home Tour in Queen Anne's County during the busy holiday season.



Solution:

The client utilized a traditional bulletin campaign with a design that was clear and concise providing maximum exposure and recall.

Highlights:

- “**22%** of ticket purchasers cited the billboard as the way they found us”
- The client **sold out** 10 days before the event!
- “We had to hold back on marketing! That is amazing! Almost a quarter of our profit came from you and your help! In truth, I was skeptical at first. Who reads a billboard?? Well, apparently 100+ people read it and responded. I am now an absolute believer...” **Elaine**, Queen Anne's County Legacy Foundation