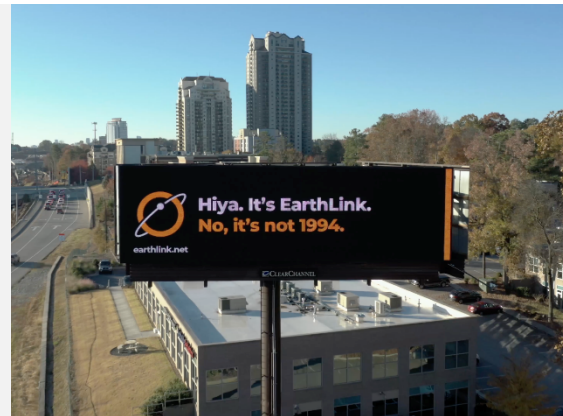


EARTHLINK RE-INTRODUCES THEIR BRAND WITH A DIGITAL ROADBLOCK

Campaign Objective:

Reintroduce Earthlink, an internet service provider, to the Atlanta market using a digital OOH Roadblock. Tell their story and highlight their secure, fast, and affordable internet options during morning commute time.



Solution:

Activate a 5-minute DOOH Roadblock across the Atlanta market during peak morning rush hour. Ad content mimicked a full motion video story, but each 10-second ad was static and understood independently. Their (30) 10-second ads reintroduced their brand, highlighted their benefits, and reconnected with their customers.

Highlights:

- Activated on 168 digital bulletins across the Atlanta market, including coverage on all major interstates during morning drive time.
- The campaign was highlighted in local publications and Earthlink's social media.
- The client watched the Roadblock live from their new HQ during the office's ribbon cutting.