

City of Pasadena, Pasadena Police Department

Problem

How does a municipal police department get the word out that they are hiring?

Solution

By using a printed billboard campaign on a major interstate with eye catching imagery.

Background

The city of Pasadena and Pasadena Police Department were having trouble sharing the word that they were currently hiring.

Objective

Targeting all Houstonians and Pasadena residents 18+ that may be interested in working for the police department.

Strategy

Utilize the far reach of OOH printed billboards in Houston's commuter driven city. Ninety-three percent of the population in Houston commutes, traveling an average of 30+ minutes a day to and from work. The placement of a message on a high traffic freeway provided the key to getting the word out to many locals. A to-the-point, attention grabbing creative campaign was produced, that stood out in Houston's traditional billboards dominated market.

Plan Details

Market: Houston and Pasadena, Texas

Utilized one 14x48 printed billboard from 1/23/17-3/19/17. Located on a main freeway in Houston, I-45S at College, capturing the attention of commuters traveling to and from the Pasadena area suburbs. Weekly 18+ Impressions: 705,256.

Results

"We had approximately 485 people show up for the testing. Twelve percent stated they saw the billboard (58 recruits). The commander of the Academy and the Chief of Police were very happy with the billboard and plan to utilize it again." - Officer A. Ontiveros, Pasadena Police Department.

