

## Faith Funeral Home

### Problem

How does a local funeral home reach a larger audience?

### Solution

By using out of home (OOH) on a major thoroughfare to attract a highly localized clientele.

### Background

Faith Funeral Home is a small family owned funeral home that lies on the outskirts of Tallahassee. They had a license for a crematory service and were looking to grow their business.

### Objective

Faith Funeral Home chose to advertise their pre-planning funeral services. Their target audience was a more senior individual that was looking to make choices about their end of life celebration, rather than leaving it to a loved one to plan. Their goal was to capture the attention of drivers traveling into town.

### Strategy

A poster location was chosen on the main highway that led people from the small town where the funeral home was located into the city of Tallahassee. Images were selected to encourage customers to imagine themselves planning the event.

### Plan Details

Market: Tallahassee, Florida

The campaign ran from 7/25/2017 to 10/22/2017.

### Results

Two weeks into the campaign, Faith Funeral Home sold four pre-arrangements as a result of the billboards, totaling over \$15,000 in new revenue, surpassing the cost of the campaign. The owners were very pleased with the results and have referred other businesses to the OOH media company.

