

## Law Office of Robert Berkun

### Problem

How do you convince an OOH skeptical client?

### Solution

Use a new-to-the-client style of out of home (OOH) to mix up the message and reach the desired audience.

### Background

The Law Office of Robert Berkun was looking to grow their clientele. They had previously devoted most of their advertising budget to television, radio, and traditional billboard ads. He was skeptical that transit advertising would have an impact on his business.

### Objective

To increase the client case load of the Law Office.

### Strategy

The campaign started with six full bus sides and 25 bus shelters for 12-months. The buses provided 864,000 impressions per 4-weeks, and the shelters provided 1,044,800 impressions per 4-week.

Buses were used to reach the entire market, while shelters would provide a higher frequency rate in selected areas. After 8-weeks, attorney Robert Burken signed another annual contract to add an addition six full bus sides and 25 bus shelters for a total of 12 buses and 50 bus shelters.

### Plan Details

Market: Buffalo, New York

Full bus sides and bus shelters throughout 2017.

### Results

The client reported that he received more feedback from the transit campaign than any of his other advertising forms (heavy TV, radio, and traditional billboards). He was even more surprised that the bus shelters were what people commented on most. While his business is typically slower in the summer and fall, this year there was no dip in case loads and case volume increased. He attributes this to the transit advertising since that was the only change he made in his advertising budget.

