

Maid in Jersey City

Problem

How can Maid in Jersey City gain manageable growth with a local campaign?

Solution

By developing a campaign that builds.

Background

Maid in Jersey City is a small local advertiser with a small budget but wanted to grow visibility. Much of their targeted clientele pass through certain PATH stations. The company was a staff of two people so their goal was to produce more business but not more than they could handle.



Objective

The main objective was to gain visibility in specific Jersey City stations (Grove, Newport, Exchange). The campaign targeted realty buildings or homeowners with higher household-income.

Strategy

In the beginning, the idea was to start small with one station poster at Grove PATH station that would be placed in a highly visible location. From there, the campaign would be extended as needed for a longer period of time to get the frequency needed to make a lasting impression. The creative was made simple to focus on the services they offered.

Plan Details

Markets: New York

Flight Dates: March 2019 - September 2019

OOH Formats: Poster

Budget: under \$10,000

Results

Results yielded an increase in search engine and clientele. The client also used their signs on social media to give them more visibility. The sign did so well in the first three months producing clientele increases they decided to add a second poster and eventually a third. Client said "we love our sign! It's done so well we'd like to continue and look to add in another location."

Additional Information

Client has renewed over four times and has referred countless other businesses to PATH advertising.