

## PBS Crawl Space

### Problem

How can PBS Crawl Space compete against a larger competitor in the market?

### Solution

By advertising where their competitor wasn't.

### Background

PBS Crawl Space faced a competitor who dominated the market. Their competitor spent a lot of dollars advertising on all media except out of home. This gave PBS a chance to stand out where their competitors were not advertising.



### Objective

Their goal was to raise awareness in the marketplace and inform residents that their prices were lower than their competitors, ultimately bringing them new customers. The target audience was homeowners with a household income of \$50,000.

### Strategy

To spread their message across town and build awareness, PBS used a rotary poster program. Posters were used because they provide high frequency. Posters were rotated around the market to raise the reach of the campaign without spending additional dollars. This allowed them to be seen as big as their competitor on a smaller budget.

### Plan Details

Markets: Richmond

Flight Dates: February 2018 to July 2018

OOH Formats: Static Rotary Posters

Budget: under \$10,000

### Results

After just one lead from the campaign, it nearly paid for itself. A customer called, stating that they had seen the billboards and looked up the company online before calling. This one contract nearly paid for the entire out of home campaign.