

Washington Writers Network

Background

Washington Writers Network is a start up company and was only six months old at the time it was constructed. The network had grown to include an impressive roster of more than 60 speechwriters, including writers to the last five U.S. presidents. The firm was looking to make a splash with a new advertising campaign in the heart of DC's downtown area.

Objective

The objectives were to attract new corporate, political, non-profit, and lobbying clients for professional writing services of various kinds, including op-ed, copy, speech-writing and other forms of ghostwriting.

Strategy

Washington Writers Network chose to advertise using bike share units around the K Street area of downtown DC, where many corporate and non-profit organizations are headquartered. The bike share units provided an eye level, poster sized advertisement that was impossible to miss for any pedestrians passing by. Washington Writers Network chose to use a scroll wheel format for the ad creative, simulating a fill in the blank effect that helped convey the range of services and writers available.

Plan Details

Market: Washington, DC

Flight Dates: October 5, 2020 - November 15, 2020

OOH Formats: Bike Share Units, Posters

Budget: under \$10,000

Results

Washington Writers Network experienced roughly a 70 percent growth in revenue in the first three months of the campaign. New clients regularly referenced the ads during phone consultations. The ads helped to attract at least 12 new writers to join the agency. The ads also found a second life on social media. The founder shared the creative in a LinkedIn post, which was viewed 4,232 times and received 72 likes and 13 congratulatory comments.

