

Kademenos, Wisehart, Hines, Dolyk & Wright Co. LPA

Background

Kademenos, Wisehart, Hines, Dolyk & Wright Co. LPA - an Ohio-based law firm with five offices throughout the state - aspired to take on more civil suit legal cases. Dedicated to providing their clients the highest level of availability, the law firm wanted to build their business and looked to accomplish this through OOH billboards.

Objective

Increase Store, Business Facility, or Special Event Traffic.
Obtain more civil suit legal cases.

Strategy

The law firm deployed an OOH campaign that had blanket coverage in three counties in North Central Ohio over a two-month period.

Plan Details

Market: Sandusky, Ohio
Flight Dates: 11/07/22 - 1/01/23
OOH Formats: Posters
Target Audience: Adults
Target Audience Reach: 95%
Target Audience Frequency: 13
Budget: \$10,000 or larger

Results

The OOH campaign generated significant results for Kademenos, Wisehart, Hines, Dolyk & Wright Co. LPA, producing four new cases in the first two months alone.

