

Thrifty Roofs

Background

Thrifty Roofs, a premier roofing provider for over thirty-five years, is well-known across Buffalo, NY and surrounding areas for excellence in customer service and craftsmanship. The primary goal was to persuade people to choose his services over his competitor's by promoting a compelling message on his billboard that stated, "We will beat any price." This strategy was intended to entice potential customers to call him instead of his competitor.



Objective

Increase In-Store, Promotional, Special Event Sales

The advertiser aimed to increase brand recognition to drive sales, and better compete with a major local roofing company who was already using billboards. Thrifty Roofs had previously relied on radio advertising, but chose to try billboards due to perceived underperformance of their radio ads. Seeing the competitor's success with billboards prompted them to try OOH.

Strategy

In response to their competitor's widespread use of posters across town, Thrifty Roofs initially adopted a similar strategy by deploying two junior posters and several static posters. The immediate impact that billboards had on their business prompted them to expand their OOH presence by adding several static bulletins throughout the year. This strategic shift aimed to capitalize on the visibility and engagement that billboards offered and enhancing their brand awareness and competitive edge in the market.

Plan Details

Campaign Posting Dates: 1/9/2023

OOH Formats: Junior Posters, Static Posters, Static Bulletins, Digital Bulletin

Target Audience: 25+

Budget: Budget \$10,000 or larger

Results

The campaign for Thrifty Roofs resulted in impressive sales figures, generating 107 jobs totaling \$1,245,320 from billboard call-ins with a remarkable 740% ROI in 2023.