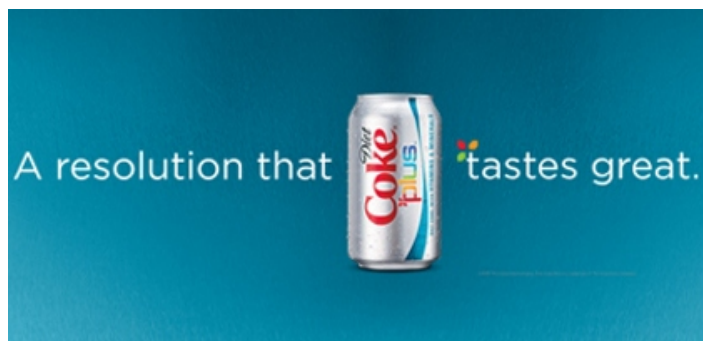


# MAKING SPIRITS BRIGHT

## Digital Campaign Launched in Less Than a Day

Thanks to the power of digital outdoor advertising, Lamar was able to fulfill a Christmas wish this holiday season. Wrapping up the year, Posterscope of Atlanta called on Lamar Advertising to use additional funds left in the budget. Wishing to utilize the newest digital technology, Lamar received the initial call from them and had the campaign up and running on 197 digital locations in 120 markets only 4 days later. And because of the flexibility of the medium, they were also able to change the creative on Saturday, the day after Christmas, to creative that promoted the New Year. The glow of the season was seen by millions.



## THE TIMELINE



**Dec. 13**

Agency contacted Lamar wanting a Christmas branding campaign on any available digitals across the U.S. to post 12/17-12/31.



**Dec. 13**

Lamar sent proposal to agency and they contracted and sent 2 jpeg files of the creative.



**Dec. 14**

All markets scheduled digital campaign into system and uploaded the creative.



**Dec. 17**

All 197 digital units had the Christmas Coke Campaign up and running.



**Dec. 20**

Agency contacted Lamar to request a creative change for 12/26 to promote the New Year. Creative was sent, scheduled and uploaded



**Dec. 26**

All 197 digitals had the new Diet Coke New Year's creative up and running.



**Dec. 31**

Campaign ended and POP was provided within 2 days of the creative execution.

## NEW YEAR, NEW OUTLOOK FROM THE CLIENT...

The client was very pleased with the recently executed digital campaign. In fact, the client mentioned they are much more open to utilizing more digital OOH in the future due to how fast we were able to execute the buy. I would consider the process quick and efficient. We were provided with avails the next day, went to contract and they had us up and running in 100+ markets in a matter of days.

-Posterscope

