

# PRUDENTIAL LDD CREATIVE CASE STUDY

## LOCATION, LOCATION, LOCATION

### BACKGROUND

Because of the fast-paced, ever-changing, real estate industry, Prudential was not currently using outdoor advertising until the digital network arrived in Mobile, Alabama. Like most real estate companies, their media dollars were heavily involved with newspaper and TV. They were able to recognize the benefits of the digital technology and decided to take money from both newspaper and TV in order to advertise on the digital network.

### CREATIVE STRATEGY

The creative possibilities are endless and very effective for a real estate company. Prudential utilized the flexibility that the board offered by changing the creative every week. They advertise different houses for sale, showcase new listings, different agents, and much more.

### MEDIA MIX

Prudential also created an interesting way to tie his outdoor and newspaper campaign together. They ran ads in the paper that said "See Your Home. Go Digital." The same tagline also ran as one of their spots on the digital board.



### A WORD FROM THE CLIENT...

"We are currently using the billboards as a "listing" tool in the hopes of increasing our inventory. Agents have reported back to me they have gotten listings from the digital billboards."

-Jodi Moody  
Director of Marketing, Prudential Cooper & Co.