

# THE WORKS LDD CREATIVE CASE STUDY ADVERTISING THAT WORKS

## BACKGROUND

The Works, in Reading Pennsylvania, is a local hot spot with a lot to say. They had previously used traditional outdoor advertising with a short, one-month buy. The client was technology oriented and liked the flexibility that the digital board offered. They completely dropped TV from their advertising budget.

## CREATIVE STRATEGY

Because there's a lot going on at The Works, they were able to change their message on a weekly basis to keep the public informed of the different promotions and events happening. They often ran multiple designs in their one slot on the digital display.

## RESULTS

This client is extremely pleased with the results of this campaign. Sales are up from the previous year at this time and the only difference...they are using digital billboards instead of previous forms of media.



## A WORD FROM THE CLIENT...

"I'm saving money by not having our graphics person design everything. It's a good deal all around. When we run the boards, we see the sales. For example, bowling is full all of the time, and revenue is way ahead of last year. The same goes with the kids' parties. It has been very effective. Finally, advertising that works."

-Chip White  
Owner of The Works Establishment