

# LAMAR DIGITAL DISPLAYS | WHY CHANGE CREATIVE?

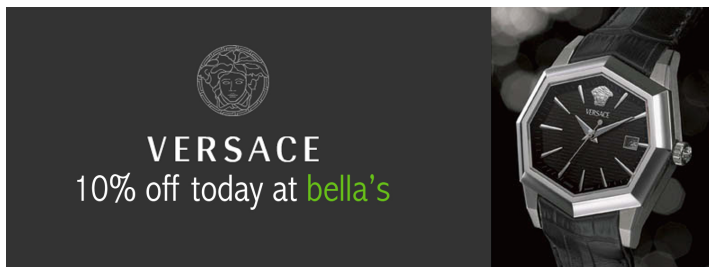
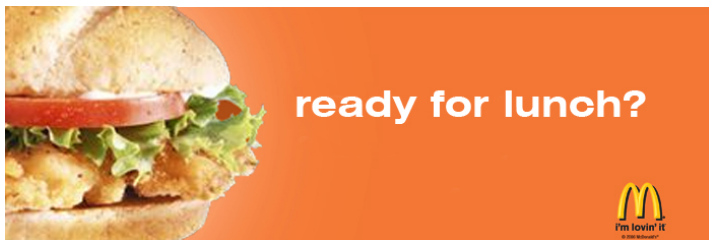
With digital displays, for the first time the advertiser is in complete control of their advertising. Never before have you had the flexibility to change your message as often as you'd like. Change it weekly, daily, or even hourly. Design a creative strategy to keep viewers coming back for more. This technology is virtual storytelling.



[WWW.LAMAR.COM](http://WWW.LAMAR.COM)

**CHANGE THE WAY YOU ADVERTISE.**

**GO DIGITAL.**



**DAYTIME**

**PRIMETIME**

**ALL OF THE TIME**

Use this display as a promotional tool and let it go to work for you. If you're a restaurant you can advertise a breakfast item during morning drive time, a sandwich during the lunch rush and dinner specials that evening. The flexibility, urgency, and freedom is unrivaled and cannot be matched.

SEE THE REVERSE TO HEAR FROM CUSTOMERS JUST LIKE YOU...

**LAMAR**

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**We have seen the positive results that clients receive when they use the digital display the way it was meant to be used. Our clients that use the flexibility to their advantage and change their creative often are so pleased, they're speaking out. Here's what a few of them had to say...**

**"The digital billboards were really a no brainer for us. They gave us the ability to keep our message fresh with a rotation of layouts on the same sign. They also gave us the opportunity to keep our message timely, reflecting our current homestands, day of the week promotions, etc. made the digital billboards hugely successful for us. We could never have done that with the standard billboards. The production costs would have made it economically impossible."**

**-The Reading Phillies**

**"After a month of being up on the digital display board, our response from the public was overwhelming. We received more business during that one month than any other advertising we have done in the past. The major benefits of the new board are that its prime time; everyone sees it, and the novelty of the new technology. Most of the calls, stop-ins and comments from the digital board were all brand new customers."**

**-Unique Cycle Supplies**

**"Digital billboards work well for the automobile business. In our advertising efforts there are challenges that are probably common to many businesses. For example, we need to change a message quick because of a new rebate program or 0% financing for a limited time. Or, we want to advertise a different pre-owned vehicle every day for a week at a time. Digital billboards allow you to change messages as often as you like. We have been very pleased with the way that the billboards have worked for us."**

**-Rex Perry Autoplex**

**"Our clients have been the largest beneficiaries of such technology, both in terms of costs, messaging and response time. We as their agency can now provide new artwork/messages within a matter of minutes. This allows our clients to take advantage of opportunities immediately."**

**-Catalyst Advertising, LLC**

**"The digital board allows me the freedom to create my own ads and instantly relay the message I want to get to my customers. Not only does this allow us to instantly change our message, but it allows us to be a better community oriented business."**

**-Pioneer Building Supply, Inc.**

**"Before digital boards, I could only use your company for brand awareness campaigns. NOW...I have moved outdoor as a staple to my marketing plans, allowing me to give my clients visibility in the community AND a viable means of communicating the latest offers my clients want to advertise."**

**-Robert Gilliard Visual Marketing**

**"I have always been a strong advocate for billboard campaigns, and the digital boards have taken that even further. The ability to change ads within hours along with running various ads at the same time allows us to promote not only the church in general but also specific ministries and events, such as our Recreation Outreach Center, Easter Sunday, Preschool, Children's Ministries, etc."**

**-Cottage Hill Baptist Church**

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