

CLIENT TESTIMONIALS



WCPO CHANNEL 9 NEWS

"This was an incredible project for WCPO television. The digital board allowed us to tap potential viewers in a way that couldn't be duplicated with any other outdoor system in the marketplace. We were able to provide topical promotional information to our news viewers once, twice, and sometimes three times a day. In fact, this billboard literally evolved into a programming tool not only used for viewers that already watched our newscasts, but in particular, for those who never had. The ability to tap into the marketplace at such incredible exposure levels no doubt contributed to our ratings victory in July of that year, helping us to unseat the dominant market news leader of five years."

- Shelia Obermeyer
Director of Marketing for Channel 9



READING PHILLIES

"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 design. They also gave us the opportunity to keep our message timely, reflecting our current homestands, day of the week promotions, etc. We could never have done that with the standard billboards. The production costs would have made it economically impossible."

- Scott Hunsicker
Assistant General Manager of the Reading Phillies.



PETITTI GARDEN CENTERS

"People weren't talking about the newspaper ads and they weren't paying attention to the specials. We were just kind of lost in there and it was an expensive way to advertise. Now, everyday, I have someone tell me something about the billboards."

- Pam Holtz
Marketing Director for Pettitti Garden Centers



THE WORKS

"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

