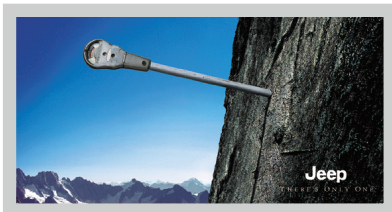


WHAT'S YOUR POINT?

YOUR OUTDOOR OBJECTIVE

NAME RECOGNITION

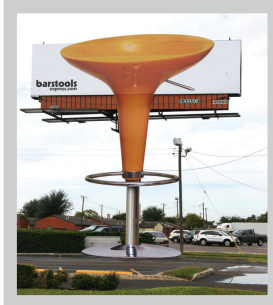
So you want to make a name for yourself right? We can make that name as big as a house! Outdoor works wonders for Name Recognition. Through the combination of creative ads and your company's name prominently displayed, outdoor was made for name recognition.



Outdoor will get your customers remembering your company first when in need of your product or service. You want to get noticed for what you do and who you are, the basics of great outdoor advertising.

Before you start the creative process, it's a good idea to nail down what objective you want to achieve. Does the public know you have a business? Do you have a new product or service? Do your customers know the location of your business? Do you have an announcement to make? **Here are four powerful ways outdoor can help you achieve your advertising goals.**

PRODUCT OR SERVICE KNOWLEDGE



Do you have a new Product or Service you want your customers to know about? Outdoor is an excellent way to get this information on the streets. When launching a new product line you have to let your customers know you have it and where they can get it. What better way to do that than to have that product displayed larger than life on outdoor. Outdoor works because everyone has seen a bottle of this or that, but they've probably never seen it over 14 feet tall! The product imagery will stick with you. Outdoor, it's just too big to miss!

SPECIAL ANNOUNCEMENTS

Outdoor is an excellent way to let the public know of a Special Event or Announcement. Are you having a grand opening? Opening a new location? Moving to a new location? New ownership? Let your customers know what's happening in a way they can't miss! What's better, a 4 x 5 inch ad in a newspaper? Or a 14 foot by 48 foot billboard informing all the traffic headed to your business that you've opened, moved, or opened a new location? Don't be fooled, bigger IS better!



DIRECTIONAL BOARDS

Directions don't get any better than outdoor. Outdoor provides landmarks and specific directions to your place of business. They are like huge "you are here" maps you've seen at a mall. We can provide directions to your place of business from all the major traffic arteries in your area. There aren't many places better to put up directions than right on the way to your business. Directionals can let your customers know they are going the right way and how far it is to your business. Directional boards are like the men with the flash lights, guiding your customers right to your front door!

