



“Refurnishing Columbus with Sophistication”

THE BACKGROUND:

- American Furnishings Company is a new furniture company in Columbus that concentrates on high end, simple, elegant and unique furniture.

THE PROBLEM:

- Their one store location is hidden in a high-end trendy area of Columbus with virtually no signage. They wanted to increase awareness and clientele base.

THE PLAN:

- Utilizing a poster rotary program targeting a higher end demo in Columbus with the help of our mapping system, American Furnishings was able to reach as many people as possible via the lowest cost per thousand media vehicle in the market.

THE RESULTS:

- American Furnishings Company has been so successful in getting the word out, they are now opening their second location and implementing a #5 GRP poster showing skewed to their target audience.
- One billboard miniature placed eloquently near the register of the store prompts customers to comment on seeing the board and on the eye-catching design.

CUSTOMER SAID:

“We were very impressed with the feedback from our outdoor billboard advertising campaign. Our customers often come in and comment on the design of the boards and let us know they have seen them on the street. We have found billboards to be one of the best media vehicles for our clientele and are continuing to use outdoor advertising at higher levels as we grow.”

Rebecca
Director of Marketing
American Furnishings Company



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