



TESTIMONIAL

"Billboards Create Expansion Over Time"

Amish Furniture Store

THE PROBLEM:

Amish Furniture Store was a 2400 sq.ft. furniture showroom in Conroe, Texas - a smaller town located just north of Houston. Chris Burk, the owner, wanted to increase the consumers awareness level of where his showroom was located; having previously tried both radio and newspaper, and not getting the response he desired, called on Clear Channel Outdoor for a solution.

THE PLAN:

Amish Furniture Store decided to launch an outdoor campaign, February 2002, that would increase awareness of his company and products as well as where his showroom was located. With the help of Clear Channel Outdoor and both sides of a 14' x 48' bulletin used as a directional conveniently located in the parking lot of his store, Mr. Burk and his Amish Furniture Store would gain the exposure they desired.

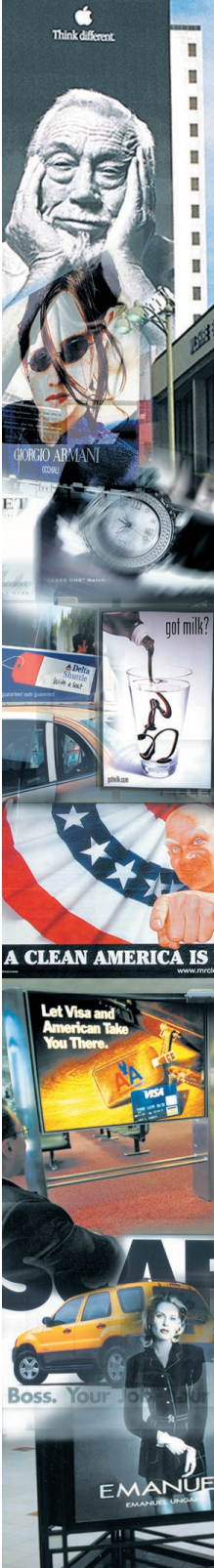
THE RESULTS:

The results have been outstanding! Since the campaign began nine months ago, the Amish Furniture Store has increased the showroom from 2400 sq.ft. to 8500 sq.ft. Mr. Burk has also added television to his media mix and uses this as another way to aid his outdoor advertising message.

CUSTOMER SAID:

"I would (and have) recommended outdoor advertising to anybody inquiring about what I believe to be the most effective form of advertising."

Chris Burk
Amish Furniture Store, Owner
Conroe, TX



Front *The Amish Furniture Store*
Handcrafted by the OLD ORDER AMISH

RIGHT HERE
CHERRY • OAK
MAPLE • WALNUT



Amish Cheese & Sausage

Back *The Amish Furniture Store*
Handcrafted by the OLD ORDER AMISH



RIGHT HERE
CHERRY • OAK
MAPLE • WALNUT

Amish Cheese & Sausage

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"The Choice is Clear!"

