



TESTIMONIAL

Youngest Member Ever Elected To The Columbus Board Of Education!

"Ginther Wins"

THE PROBLEM:

Andrew Ginther, one of the younger candidates at 26, was one of eight people running for The Columbus Board of Education. Ginther's objective was to create name awareness and draw votes come Election Day.

THE PLAN:

Ginther's plan was to create name recognition in a short period of time. Twenty-four 30-sheet posters were placed around the Columbus School District. Working with the Clear Channel Outdoor Account Executive, it was determined they would heavily target areas in Columbus with the greatest concentration of voter participation. The outdoor campaign started 4 weeks before the election creating top of mind awareness. In addition, artwork created with large text and a quick read design brought everything together.

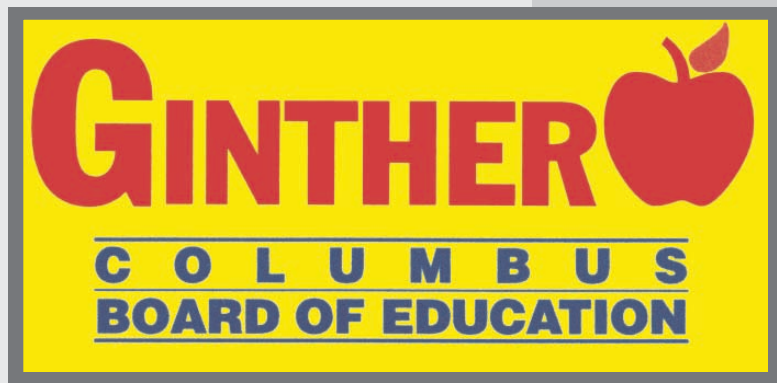
THE RESULTS:

The campaign was a major success as it built heightened name recognition during the important period just prior to Election Day. Ginther came in second of the eight candidates and was elected to the school board for a full term. This win has made him the youngest member ever on the Board of Education for Columbus.

CUSTOMER SAID:

"Name identification was a major challenge with my candidacy. Billboards strategically placed throughout the Columbus School District allowed me to advertise solely to my constituents at a fraction of the cost of other mediums. Based on the overwhelming reaction from voters on the campaign trail, and most importantly on Election Day, I believe that outdoor advertising should be included in all media campaigns for candidates serious about winning their elections."

- Andrew Ginther
Columbus Board of Education



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