



TESTIMONIAL

# Recruiting from the Streets

## Anthony Napoli wants you!

### The Story

When you love living in a place like San Diego's Little Italy you don't have to shout it from the rooftops. Sometimes all you need is a sign. Real estate agent Anthony Napoli, took just that approach to target people who want to share his beloved neighborhood and found that working with Clear Channel is even better than shouting it from the rooftops.

Napoli lives and works in Little Italy, one of San Diego's oldest neighborhoods, located northwest of downtown. Established in the 1920's, Little Italy was populated by Italian families and businesses for many years. Though the neighborhood isn't exclusively Italian anymore, it still retains its original close-knit community feel. Its sidewalk cafes, restaurants, and parks attest to its Italian heritage. It is currently undergoing significant development and improvement and this will make the area very attractive to those looking to live in an area convenient to downtown.

Napoli was interested in advertising his real estate business and decided to post a billboard for Little Italy's Columbus Day Festa. He worked with Clear Channel to secure a location directly above the festivities on India Street. That proved to be a very smart move. The festival attracted 70,000 people to Little Italy, most of whom saw Napoli's image looming over the street declaring, in Uncle Sam fashion, "I want you--to live in Little Italy." Afterwards, he was deluged with phone calls. "The response has been fantastic," said Napoli. "I will probably be getting calls for the rest of the year." He says he has become a bit of a local celebrity and plans to continue using outdoor to "recruit" residents for his much-loved neighborhood.



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