



TESTIMONIAL

Anti-Tobacco Outdoor Campaign Draws Teens to Web Site

"The results... have been phenomenal"

THE PROBLEM:

After the Master Settlement Agreement dollars were allocated to the state of Iowa, the Governor held a youth summit to establish a youth group to take charge of the tobacco control movement in Iowa. The group called JEL (Just Eliminate Lies) was formed at that summit; they were Iowa teens who got together to fight Big Tobacco. JEL's web site (JELiowa.org) focuses on the negative health effects caused by tobacco, and they needed a way to make people, namely teens, aware of the site.

THE PLAN:

Working with ZLR, a Des Moines marketing communications company, JEL decided to use the broad reach of outdoor to direct teens to the JEL web site by using a teaser campaign that posted in rural and metro markets throughout Iowa. The various designs were simple, using creative copylines followed by the same call to action: "See what we couldn't show: JELiowa.org." The campaign consisted of 30-sheet posters, bulletins and mall kiosks. The posters appeared in two flights: a 50 GRP (22 posters) in March and a 25 GRP (11 posters) in April. Six 14'x48' bulletins and 8 mall kiosks were also installed in the Des Moines metro during the same time frame.

THE RESULTS:

JELiowa.org received a "phenomenal" increase in hits during the outdoor campaign. The site had limited traffic prior to the campaign launch. The site went from 482 visits the first month to an all-time high of 46,766 visits in April, which was the first full month that the teaser campaign was up. In the three months since the campaign began, the JEL site saw 107,712 visits, more than twice as many visits received in the previous nine months.

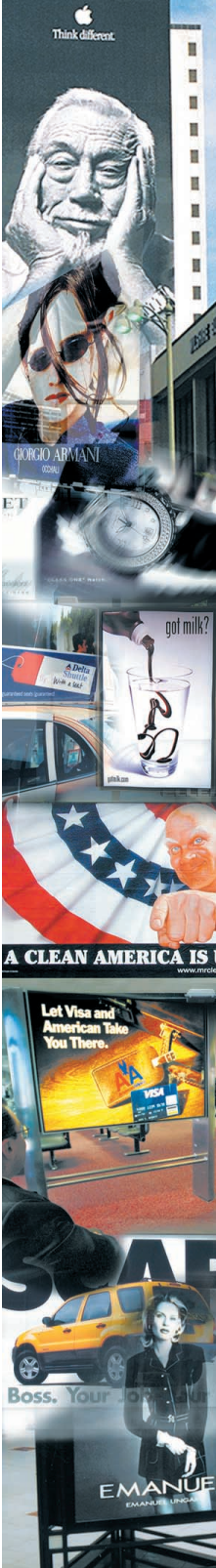
THE CUSTOMER SAID:

"The significant increase of traffic to the JEL web site is a true testament to the power and reach of outdoor. I value our partnership with Clear Channel Outdoor and appreciate all that has been done to contribute to the success of the JEL campaign. Thank you for everything."

Sincerely,
Kristi Chambers
Account Supervisor
Zimmerman, Laurent & Richardson, Inc.



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"The Choice is Clear!"