



TESTIMONIAL



OUTDOOR SHOWS OFF ITS STYLE

“Fashionable Results”

THE PROBLEM:

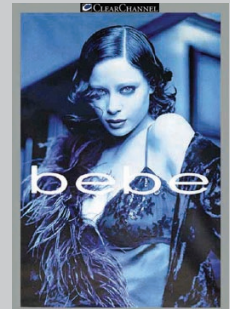
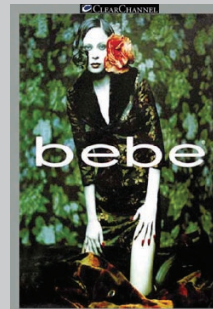
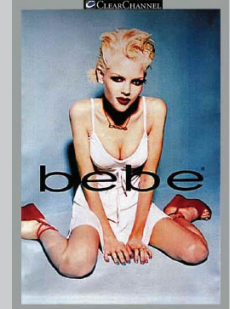
Bebe is an extremely popular US-based manufacturer and retailer of women’s fashion and has been a consistent Clear Channel Outdoor customer since the early 1990’s. Using only the transit shelter format in their outdoor campaigns, they have successfully branded themselves in the highly competitive women’s fashion industry. Bebe wanted to expand their success to an international audience using out-of-home.

THE PLAN:

With the help of Clear Channel Outdoor, both domestic and overseas, Bebe embarked on a successful cross-over campaign into the United Kingdom. As an extension of the campaign that they were currently running in the United States, Bebe expanded their advertising in transit shelters throughout the greater London area. Because of the synergy provided with Clear Channel Communications Bebe used the same creative in the same transit shelter format on two separate continents, simultaneously.

THE RESULTS:

To coincide with the grand opening of the Bebe store in Blue Water Mall, Kent, Bebe purchased a custom showing of 50 transit shelter panels. The company received a tremendous amount of positive feedback from their own retail shops, customers and marketing staff, compelling Bebe to buy another showing in anticipation of the opening of their Central London store later that year. Bebe is a prime example of the global synergy that Clear Channel Communications can provide in out-of-home advertising with holdings in the United States, Canada, Europe, Australia, South America and Asia.



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“The Choice is Clear!”

