



TESTIMONIAL

# The Votes Are In, Outdoor Wins

## "Bob Patterson for County Trustee!"

### THE PROBLEM:

Bob Patterson needed a cost effective way to create name awareness in a short period of time before the election in Memphis. He was running for County Trustee in the General Election and wanted to saturate the Memphis market.

### THE PLAN:

Clear Channel Outdoor planned a program that would fit within Bob Patterson's budget, saturate the market, and achieve the name awareness he desired to win the election. A #15 GRP bulletin showing (four bulletins) was posted in high traffic areas around the Memphis market for a one month blitz. This program, in just four weeks, delivered the message to over 40% of the voting population an average of 10.2 times.

### THE RESULTS:

The client was very satisfied with the visibility of the boards and overall positive reaction from the Memphis population. Bob Patterson won the election and was very pleased with the service of Clear Channel Outdoor. The client plans to use Outdoor advertising again in the next campaign.

### CUSTOMER SAID:

"Bob Patterson won his office by 5,000 votes. Total cast 170,000."

Harlan Judkins  
Agent for Bob Patterson



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"The Choice is Clear!"

