



TESTIMONIAL

BoWashers Pressure Cleaning

"Say It Then Spray It!"

THE PROBLEM:

BoWashers Pressure Cleaning wanted to get an earlier start on the cleaning season and get a jump on the competition. The client needed *immediate* customer response and was also interested in long-term memorability.

THE PLAN:

Clear Channel Outdoor of Myrtle Beach was able to satisfy the customer's needs of providing a localized poster showing during the early spring season when "cleaning" is on everyone's minds. The campaign was for three periods and was skewed to target BoWashers Pressure Cleaning's geographical area.

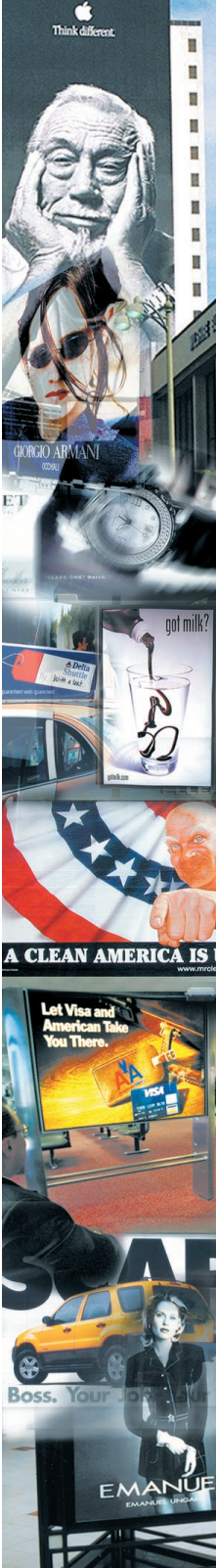
THE RESULTS:

A new customer called on the first day of the showing, prior to all the panels being posted. Since that time, 60% of new calls are a direct result of utilizing Outdoor.

CUSTOMER SAID:

"I was not a big believer in outdoor advertising, despite my familiarity with it. The response to my posters has been beyond my expectations."

Jim Hedrick, Owner
BoWashers Pressure Cleaning



Visit our web site: clearchanneloutdoor.com

"The Choice is Clear!"

