



TESTIMONIAL

# "Here Come The Brides"

## "Len Ventures"

### THE PROBLEM:

Up until 2001, Len Ventures (a shoe boutique) was a vendor at the Jacksonville Bridal Show. The show is an event held twice a year to bring all perspective brides and grooms to one location and to meet various vendors. In 2001, Len Ventures bought the rights to the show and one of their first goals was to grow it into a larger event with more attendees and vendors. Until then the show only used radio, television and newspaper as part of their media advertising mix. Belk's, Gingiss Formal Wear, David's Bridal Shop & weddingmall.com are among the 65 vendors at the show.

### THE PLAN:

Len Ventures turned to Clear Channel Outdoor in order to add to their media mix, in hopes that they could increase attendance for the October 2001 show. They decided to also measure which medium worked by asking attendees how they found out about the show. Len Ventures committed to a one-week #20 GRP "Quick Hit" showing in addition to radio and newspaper advertising.

### THE RESULTS:

Outdoor advertising far surpassed all other advertising mediums used by accounting for 29% of all attendees. Overall attendance grew 20% over the previous show.

### CUSTOMER SAID:

"We had such great success with this show and our next in March 2002 that we decided to increase our outdoor advertising to a #25 GRP "Quick Hit" showing. Increased attendance satisfies not only us, but also our vendors."

Lynn Fernandez  
Owner  
Len Ventures



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