



TESTIMONIAL

OUTDOOR PUTS BRT LABS TO THE TEST

"Clear Channel Fathers Outdoor Campaign"

THE PROBLEM:

BRT Labs, who provides genetic testing for paternity, immigration, forensics, clinical services, and blood products, were looking to increase awareness and use of their testing facilities to young adults in Baltimore.

THE PLAN:

Clear Channel Outdoor designed an outdoor campaign, which consisted of one bulletin in Baltimore City for 12 months. The Outdoor plan complimented a radio, news paper, and the yellow pages campaign that ran before their outdoor endeavors.

THE RESULTS:

By polling their clients and asking how they found out about BRT's services, BRT saw first hand the impact Outdoor made on their marketing mix. During their campaign, they saw a 25% increase in sales due to their outdoor coverage.

CUSTOMER SAID:

"We will continue to use Outdoor with Clear Channel because it works. We would recommend Outdoor advertising to any business."

Terry Houtz
BRT Labs



Who's the Daddy?
DNA Paternity Testing
 Baltimore RH Lab
410-225-9595

Father of the Country?
DNA Paternity Testing
BRT Labs Inc.
 400 W Franklin St. • 410-225-9595

"The Choice is Clear!"

