



TESTIMONIAL

Butch Johnson's Eye in the Sky Traffic

"Outdoor Keeps Eyes to the Sky"

THE PROBLEM:

Butch Johnson is a pilot and reporter in Chattanooga who brings the nation's only "Live Eye in the Sky Internet Traffic reporting" to the World Wide Web. His slogan is "Look before you leave," meaning people should check his website for live coverage of commuter arteries so they know which areas to stay away from to avoid traffic pileups. His advertising goals were to increase hits on his website and to sell ad space on the site.

THE PLAN:

Butch realized that the people he needed to reach were motorists, so what better way to do it than through outdoor advertising! He met with a Clear Channel Outdoor Account Executive and chose to use a rotary bulletin in order to reach the greatest number of people with his advertising message. The creative would be moved approximately every sixty days to a new area of Chattanooga, ensuring the message would be seen all over town. Locations were chosen that typically see the heaviest commuter traffic, such as interstates and major highways. Clear Channel's Creative Director designed the artwork for the board. She used pictures of Butch and his helicopter to make the board really stand out to passing motorists.

THE RESULTS:

Butch Johnson's outdoor campaign was a huge success! He was extremely pleased with the results of the billboard. He felt that it created awareness and reinforced everything he was doing on television and radio. Butch also saw a dramatic boost in hits to his website. After the billboard had been up less than a week, the average number of hits had increased an average of 200 per day.

CUSTOMER SAID:

"I highly recommend Clear Channel Outdoor to anyone in business who wants that bang for their buck. This truly has been the best type of advertising my company has ever done. Clear Channel Outdoor went that extra mile for me and my company."

-Butch Johnson

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