



TESTIMONIAL

Castillo de Mexico

“Success Leads to Opening of 2nd Restaurant”

THE PROBLEM:

Castillo de Mexico is a new restaurant located in a tiny corner of a strip mall with high traffic and high residential population. The restaurant is attempting to get a share of business in an area where people prefer driving to the more popular, better known, beaches area for lunch and dinner. Being new, the restaurant is also hard to find.

THE PLAN:

Castillo de Mexico approached Clear Channel Outdoor to create an eye-catching outdoor display that provided a directional helping diners locate the establishment. The budget was limited so Clear Channel Outdoor recommended a Premiere Panel that provided a cost effective way to achieve the desired results.

THE RESULTS:

Shortly after the premier panel went up on the street revenue immediately increased by \$3000.00 per month. The success of the campaign was such that when Castillo de Mexico opened a 2nd restaurant in the beaches area another premier panel was incorporated into the advertising plan.

CUSTOMER SAID:

My valued customers actually comment that seeing the board has an effect on their decision to come to my restaurant. I believe that outdoor advertising is my most cost-effective way to reaching my target audience.

Bill Cottle
General Manager
Castillo de Mexico



Visit our web site: clearchanneloutdoor.com

“The Choice is Clear!”

