



TESTIMONIAL



# Castle Realty

## "A Home Buying Business On The Move"

**THE PROBLEM:**

Wichita is a competitive market in the real industry. Castle Realty needed greater name recognition and dominance over the competition in the market.

**THE PLAN:**

Outdoor advertising provides the best means to reach the greatest number of people, at the lowest cost, to increase name recognition. The outdoor creative was designed to focus on a local presence. A customized presentation outlined the scope of the campaign and presented a rotary bulletin program for 12 months (CPM - \$2.39) and a #25 GRP 30-sheet poster showing for 2 months (CPM - \$.34)

**OUTDOOR PRODUCTS USED:**

Rotary Bulletin, 30-sheet Posters

**THE RESULTS:**

Castle Realty was able to use bulletins and posters to saturate the Wichita market with their message. The campaign was successful in generating greater name recognition for Castle Realty and established their presence as the dominant leader in their field.

**CUSTOMER SAID:**

"We are very happy – our outdoor campaign increased our business twofold." Tim Malone – Owner – Castle Realty."

Visit our web site: [clearchanneloutdoor.com](http://clearchanneloutdoor.com)

"The Choice is Clear!"

