



TESTIMONIAL

CORT FURNITURE SUCCESSFUL WITH "DRIVE-BY SITTINGS"

"Getting Comfortable With Outdoor"

THE PROBLEM:

Cort Furniture Rental and Retail Clearance Center operated almost exclusively as a furniture rental company since it opened for business. The primary reason for that was due to the fact that there was no real showroom until they added on to make one. Upon completion of the remodeling, Cort Furniture had a new showroom and a shipment of furniture on the way. They consulted Clear Channel Outdoor for a program to help let the El Paso market know who they were.

THE PLAN:

Cort Furniture decided to launch an outdoor campaign that would increase awareness of their company and products, as well as help customers find their new showroom. With the help of Clear Channel Outdoor and a premiere square panel located just two blocks south of the store, Cort Furniture would get exposure to over 200,000 people per day.

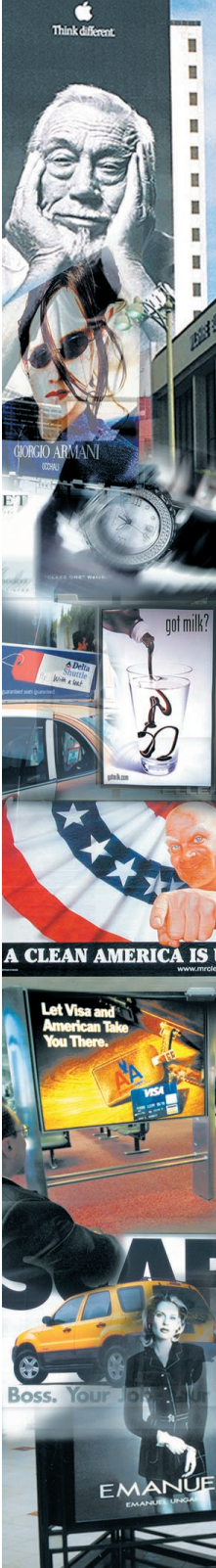
THE RESULTS:

The results were outstanding! On the first day that the premiere panel went up, store traffic doubled! The vertical format of the premiere square attracted attention due to it's unique look and location placement.

THE CUSTOMER SAID:

"This proves to me the decision to use this method of advertising to gain public awareness of Cort Furniture Rental and Retail Clearance Center is definitely well served. We look forward to continuing to advertise with you."

Ray Valles
Retail Sales manager
Cort Furniture



"The Choice is Clear!"

Visit our web site: clearchanneloutdoor.com

