



TESTIMONIAL

Cross Creek

"Selling the Great Outdoors with Outdoor!"

THE PROBLEM:

Cross Creek Sporting Goods, a Fort Smith, AR, establishment, needed more name awareness in the local marketplace. There are two other hunting and fishing goods stores in the same area competing for their business.

THE PLAN:

Cross Creek Sporting Goods was presented with an advertising campaign that utilized both a permanent and a rotary bulletin. The rotary bulletin was used to broaden the name awareness throughout the metro area and the permanent bulletin was used as a directional. The perm and the rotary were contracted for 12 months.

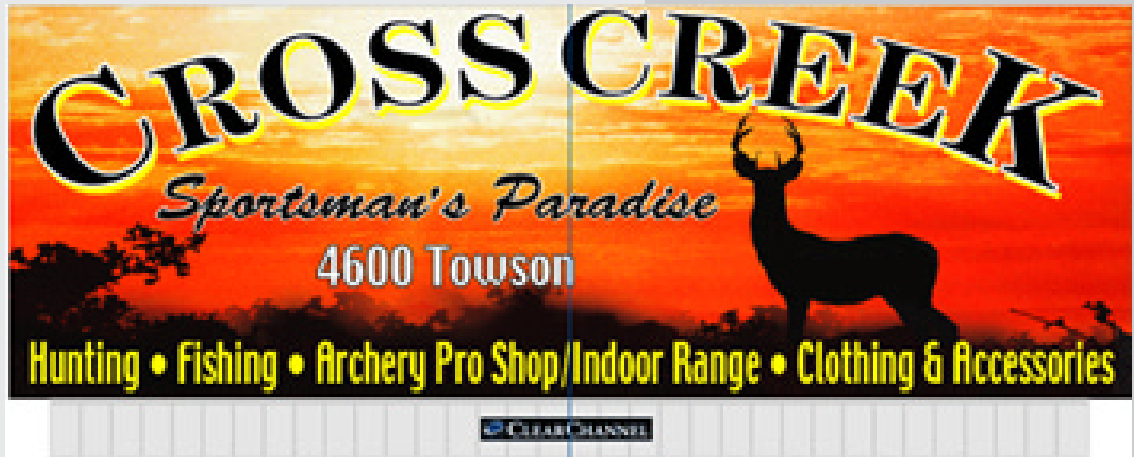
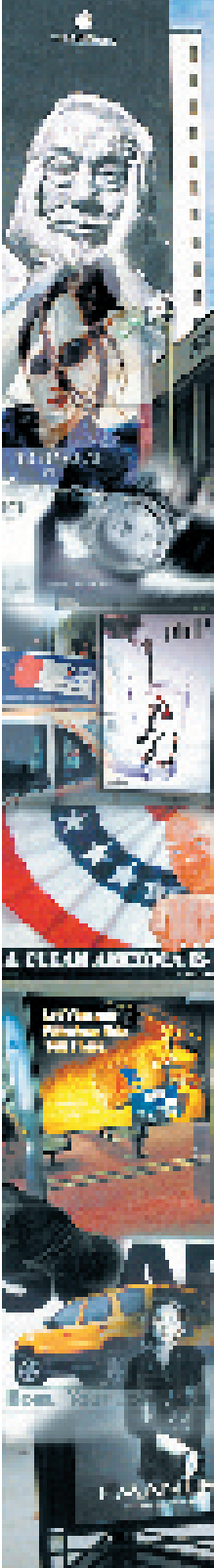
THE RESULTS:

Cross Creek has shown a significant increase in name awareness and has also moved to a larger store. The results have prompted our client to virtually eliminate most print and radio advertising. This program was recently renewed for an additional twelve months and also added another board in an outer market.

CUSTOMER SAID:

"I love Outdoor -- nothing else compares to it. I want people to see what we have to offer. We can express that with our Outdoor art."

Linda Wilkenson - Owner



Visit our web site: clearchanneloutdoor.com

"The Choice is Clear!"

