



TESTIMONIAL

# Outdoor Builds a Better Campaign for Ryland Homes

## "Outdoor Drives Home Sales"

### THE PROBLEM:

Since 1967, Ryland Homes has crafted more than 190,000 homes across the country, for families of all shapes and sizes, making them one of the largest homebuilders in the country. Ryland has homes ranging in prices from \$130,000 to more than \$600,000, with an average price of \$365,000. The second largest builder in Maryland, Ryland Homes claims the key to their success lies in their geographic diversity and financial strength.

Ryland's advertising goal was to (1) create awareness of their new communities, (2) drive traffic to specific, new communities and (3) drive traffic to their website for information on all of their communities. Ryland used radio and newspapers in the past, but wasn't impressed with the results. Instead, they looked to Outdoor to effectively target and drive buyers to 6 new communities.

### THE PLAN:

ClearChannel Outdoor's advertising campaign consisted of 6 posters and 6 bulletins, which were strategically placed en route to each of the new communities. The posters and bulletins would (1) create awareness for the communities, (2) serve as a directional navigating drivers to the communities, and (3) promote Ryland's website. The campaign lasted for a 12-month period.

### THE RESULTS:

Clear Channel's 1200 posters and 214 bulletins in the Baltimore area enabled Ryland Homes to select ideal locations en route to their 6 new communities. Traffic increased 30% and each Ryland community has sold out thanks to the help of Outdoor. Ryland has been a satisfied client for over three years, and continues to use Outdoor to promote and sell their new communities.

### CUSTOMER SAID:

"Clear Channel Outdoor puts us on the map! People find out about our new communities and our website with their assistance. Billboards are a great way to get people to drive to their new home."

Cindy Wick Plackmeyer  
Marketing Manager  
Ryland Homes  
Baltimore Division



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"The Choice is Clear!"

