

on Board

DIGITAL OUTDOOR NETWORK CASE STUDY

THE CHALLENGE

With the continued decline of newspaper readership, Edina Realty knew they had to find an additional way to build awareness with their target audience. Historically, the majority of their advertising dollars were spent in newspapers. By committing themselves to spending less in newspapers, they were left with the challenge of finding a new advertising vehicle capable of driving traffic to their Web site while simultaneously building their brand and staying up-to-date with market conditions.

With technological advancements and a changing media landscape, digital outdoor was perfectly positioned to help Edina Realty meet this challenge head on.

Edina Realty



THE SOLUTION

Clear Channel Outdoor approached Edina Realty with an opportunity to utilize their new state of the art Digital Outdoor Network. This would allow them to penetrate the market, stay current with market conditions through dayparting and feature the various benefits of their revamped website to a mass audience on a daily basis.



THE RESULTS

After two months of advertising on the Digital Outdoor Network, Edina Realty recorded a significant jump in number of visitors to their Website! In January, after using Outdoor as the leading media vehicle for the campaign, the increase in on-line traffic to their Open House directory tripled from December 2006 and doubled from their peak time in October 2006!

THE CUSTOMER SAID

"Edina Realty is known as a leader in technology. The fact that these boards are digital and new to market made this a perfect fit for our advertising needs and reinforced our commitment to using the latest technology to reach consumers. The greatest benefit to using digital boards versus static is the ability to change our message within 24 hours. We can be responsive to the market as well as advertise special promotions in a way that wasn't possible with outdoor advertising in the past."

Lynn Clare, Vice President, Marketing

