

# AdsOnPhones

## Hummer H3

**Advertiser:** Hummer H3.

**Markets:** Long Island.

**Target Audience:** Upscale, adventurous, fun loving men and women.

**Timing:** Summer 2005.

**Media vehicles:** TV, AOT  
StreetBoards®.

**Objectives:** To reach upscale, high-energy, adventurous 25+ males and females during the summer season.

**AdsOnTarget Solution:** Put Hummer ads at high visibility locations in upscale beach areas including East Hampton, Amagansett, Sag Harbor, Southampton and Montauk. Place more Hummer ads in high income areas including Glen Cove and Great Neck.

**Results:** Program created high levels of awareness with upper income trendsetters.



Case Studies

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