

AdsOnPhones

Nationwide Insurance - Hispanic

Advertiser: Nationwide Insurance.

Market: Hartford, Cleveland and Philadelphia DMAs.

Target Audience: Hispanic Adults.

Timing: May-November 2006.

Media Vehicles: AdsOnTarget StreetBoard® pedestrian billboards.

Objectives: To increase brand awareness with Hispanic adults. To generate sales leads for local Nationwide agents.

AdsOnTarget Solution: AOT used its sophisticated software and local market knowledge to pinpoint the areas with the greatest concentrations of Hispanics within each zip code.

Results: The program is now being executed.

AdsOnTarget is a proud member of the OAAA and TAB.



Case Studies