

AdsOnPhones

SBC Communications



Case Studies

Advertiser: SBC Communications.

Product: SBC DSL and Dish TV.

Market: Specific geographies in 35 DMAs where SBC DSL or Dish TV is available.

Target Audience: Adults.

Timing: August – September 2005.

Media Vehicles: AdsOnTarget StreetBoards®, 30 sheets, bus shelters and other Outdoor.

Objectives: To build awareness of and general sales leads for SBC's DSL and Dish TV products.



AdsOnTarget Solution: Place AOT StreetBoards® at high-visibility, high pedestrian traffic payphone locations on public streets, in shopping centers, at grocery and drug stores in the zip codes specified by SBC.

Results: This was an expansion of SBC's StreetBoard® Advertising Program for its Internet, Satellite and Voice Services earlier in 2005. By utilizing AOT StreetBoards®, SBC was able to achieve it's objectives in a more cost effective manner.

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