

AdsOnPhones

SBC Communications Filipino

Advertiser: SBC Communications Filipino.

Product: Internet Services.

Market: San Francisco DMA.

Target Audience: Adult Filipinos.

Timing: Summer 2005.

Media vehicles: Pedestrian billboards at payphone locations and other out of home.

Objectives: To increase brand awareness and stimulate inquiries and sign ups for SBC internet services.

AdsOnTarget Solution: AOT identified the zip codes and then the neighborhoods within each zip code with the greatest concentrations of Filipinos and AOT allocated SBC's

StreetBoards® based on the percentage of all the Filipinos in the San Francisco DMA living in each zip code.

Results: Once again SBC found success with AOT's solution to their objective needs.



Case Studies

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