

# 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

AdsOnTarget is a proud member of the OAAA and TAB.

A product of AdsOnTarget, Inc.