

Kademenos, Wischert, Hines, Dolyk & Wright Co. LPA

Background

Kademenos, Wischert, Hines, Dolyk & Wright Co. LPA has over 70 years experience handling cases involving worker compensation, personal injury, criminal defense, family law, bankruptcy, and estate planning. They have multiple locations in the Ohio area. Kyle R. Wright is a personal injury Lawyer who was looking to utilize the OOH space to stand apart from competitors.

Objective

The objective of the campaign was to bring awareness to Kyle R. Wright's name and the law firm.

Strategy

The strategy was to design simple, yet catchy artwork to make his campaign stand out. The posters selected were in four strategic areas.

Plan Details

Market: Cleveland-Akron (Canton), OH

OOH Formats: Posters

Budget: \$10,000 and over

Results

Kyle R. Wright landed three new cases as a direct result of the billboard postings. He also posted the boards to his social media accounts. His LinkedIn post had 3,426 views, 77 likes, and 5 comments. His Facebook post had 207 likes, 25 comments, and 5 shares.

