

## Palmetto Mosquito Control

### Problem

How does a local, family-owned pest control company make an impact in a single market?

### Solution

Execute a bulletin and poster campaign to target specific neighborhoods and consumers, ultimately raising sales of its product.

### Background

A local, family-owned pest control company, Palmetto Exterminators, recently branched out to create a new division of their business to focus solely on mosquito control. Rather than operate under the well-branded and trusted Palmetto Exterminators name, they decided to create a new brand called Palmetto Mosquito Control. After more than 25 years in the business, they found themselves back at the start, having to create a brand and build business from the ground up. Running a successful mosquito control company in Charleston, SC, may seem like an effortless mountain to climb. After all, the mosquito supposedly is South Carolina's state bird. However, Charleston has experienced an influx of mosquito control companies offering the same types of solutions as Palmetto Mosquito Control. Not only was Palmetto Mosquito Control faced with the challenge to introduce a new brand, but they needed to break through the clutter on a limited budget.

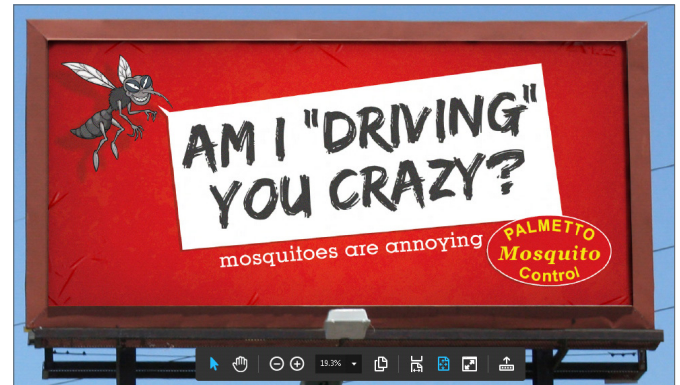


### Objective

Palmetto Mosquito Control's objectives were to introduce the business, build recognition for the brand, and increase sales for the products and services and position them as the leader among numerous competitors.

### Strategy

Palmetto Mosquito Control's strategy was to use a high visibility bulletin on the main interstate for branding. They added a poster campaign to target neighborhoods and used their OOH extended product to target the land areas where they did not have inventory.



### Plan Details

Markets: Charleston, SC DMA

Flight Dates: March 2016

OOH Formats Used: Bulletin and Posters

Target Audience: Homeowners 75K 35+Adults

Budget: The budget was set at 30k. We had 100% of the clients budget. \$16500 was allocated to the Bulletin, \$9,000 was used for posters and \$4500 was used for OE. The client paid an additional 3200.00 for creative printing.

## Results

The results were good. The client sold 15 misting units by the end of the campaign. They also sold monthly treatments, which were up 10% year over year. Facebook comments were good. The client was impressed.

## Testimonials

"It is hard to believe that I got served two of my ads online," reported Tara Snyder. "I guess I am my target demo!"

## Additional Information

The creative was the star of the campaign. Combining all of Palmetto Mosquito Control's products made the difference.

## Audience Metrics

Target Audience TRPs: 6.5 million bulletin; 4 million posters  
Target Audience Reach: 68% bulletin; 86.7% posters  
Target Audience Frequency: 17.2 bulletin; 8.3 posters  
Additional Relevant metrics: 450,000 extra impressions online

