

HOME IMPROVEMENT/
LANDSCAPING

CASE STUDY

TRAILS END DEPOT



PATTISON

OUTDOOR ADVERTISING

OUTDOOR ADVERTISING: SO FAR, SOIL GOOD



THE CAMPAIGN OBJECTIVE

To introduce and build the Trails End brand and secure a significant increase in market share over a long-time competitor.



THE STRATEGY

Trails End created poster designs that added interest and humour to an otherwise simple product – top soil. The aim of this campaign was to reach homeowners by selecting key billboard locations surrounding high traffic residential areas of the city. This created an emotional connection between Outdoor Advertising and the marketplace by presenting “large” humorous images that linked the brand to the product.



THE RESULTS

Trails End was voted one of Canada’s TOP 200 Fastest Growing Companies in 2004 by Profit Magazine. Trails End became the market leader for soil and stone products in the Niagara region within a few years. One of the creative executions was featured as the front page story in the daily newspaper, and the person featured on the ad became a local celebrity. Customers still refer to the original billboard campaign three years after the first series ran.



We were able to exceed the client's and our expectations with this program and we made it work with only four strategically placed billboards.

The campaign has shown the potential of Outdoor Advertising in our marketplace for small to medium-sized businesses and we continue to utilize Outdoor successfully with other clients.

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