




SUCCESS STORY

U.S. ARMY  U.S. ARMY

During March Madness, the U.S. Army sought to engage and inform target audiences coast to coast, in specific demographics, to share their recruitment message and drive web traffic. This campaign activated hyperlocal, customized routes with classic Mobile Billboards in 14 key markets surrounding NCAA Tournament Events.

MEDIA FORMAT:  Mobile Billboard Campaign

CAMPAIGN DATE:  March 2023

MARKETS

- Houston, TX
- Orlando, FL
- Dayton, OH
- Sacramento, CA
- New York, NY
- Louisville, KY
- Las Vegas, NV
- Kansas City, MO
- Greensboro, NC
- Des Moines, IA
- Denver, CO
- Birmingham, AL
- Albany, NY

RESULTS

Local recruiting offices' involvement elevated this campaign's engagement level, bringing life to the Army's recruitment message. The collaboration between the mobile billboard and the Army's local recruiting offices proved campaign results as strong as the Army. Outside of the tournament, our dynamic media reached ROTC colleges, universities as well as other key areas of the markets.