

Front Lines

7/1/2024

Going Big in Times Square

Ellen C. Wells



Going big is what Proven Winners ColorChoice has been doing with its advertising recently. Big as in digital billboard in Times Square big! Located right in the heart of New York City's iconic travel destination (Google says 330,000 people pass through the Square each day), the video has been running a minimum of 80 times per day—at least 15 minutes every hour from 6:00 a.m. to 2:00 a.m.—since the end of April. And it's not going to stop until the end of July! The company said the campaign is projected to generate more than

10 million impressions for the brand over that span. Talk about brand awareness!

The cool thing about digital ads is that you can change out the creative design easily. Proven Winners ColorChoice will be switching up the ad to reflect what's blooming in the garden and in the garden centers. Smart! Considering how folks are viewing the economy, shrubs represent value. Putting shrubs in New York's most famous advertising outlet will help spread the news about shrubs in general and the brand in particular. **GP**