

# TOTAL SIGNBOARDS

## PROBLEM:

How can you increase a petrol station's traffic by 10 points overnight?

## SOLUTION:

Out of all the Total stations, there's one, that's not doing business as good as it could, because of its location. Though in a busy urban area, it is a little off the main street and not many people now that it exists. To overcome this problem, rather than using conventional outdoor, we decided to try something new. We contacted 30 shops around the same region and got them to agree to change their shop signs for only a week. Then we redesigned all the signs true to their original versions and mounted them in only one night. There was only one little change: We renamed them in accordance with Total station...

## RESULT:

At a cost of hiring 30 billboards, we created a campaign that increased the weekly car traffic.



TOTAL