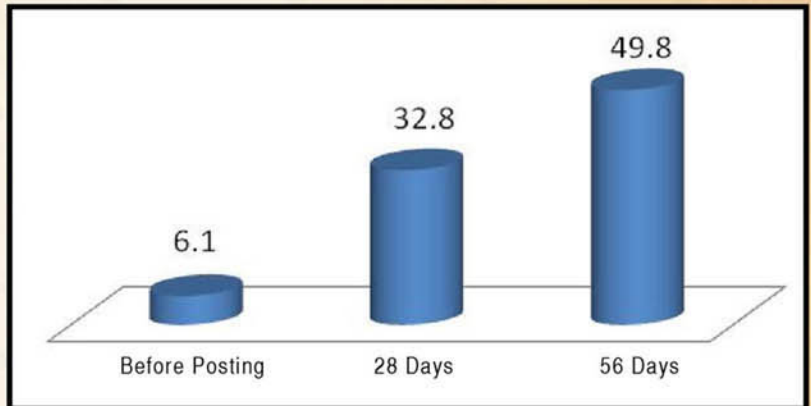




**REAGAN
BILLBOARDS
MAKE
HISTORY**

Do You Know What Year Austin Was Founded?



In just 56 days, billboards taught the people of Austin TX an important date in history... The year Austin was founded! This was a fun but scientific research project to measure the effectiveness of billboards. Here's how it worked:

1. Prior to the campaign, we called 300 consumers and asked, "Do you know what year Austin was founded?" 6.1% of the population knew the date.

2. Then, we posted a #50 GRP poster showing, with the design shown above. After 28 days we randomly called 300 more consumers and those who could accurately name the date increased to almost 33%.

3. After another 28 days we surveyed another 300 Austinites and this time 49.8% said they knew the year of 1839.

In just 56 days there was a 716% increase of those who accurately stated that 1839 was the year Austin was founded!

OUTDOOR ADVERTISING DRIVES ONLINE TRAFFIC

We created a web site for the survey so that we could provide detailed history information and explanation of the billboard industry for anyone interested. We provided no incentive to go to the website:

AustinFounded.com

With no incentive offered the website received:

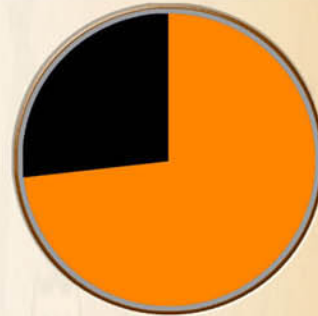
- **7500 hits**
- **1200 unique visitors**
- **300 entries for a prize**

This confirms many national and local studies that show that outdoor advertising drives online traffic. A Prize was offered in the messaging of the website, but not on the billboards.

DO PEOPLE NOTICE BILLBOARDS?



Billboards helped 50% of Austin's population learn the year it was founded.



But in addition, we asked "Do you notice billboards while driving around Austin?" 72% said "Yes."

METHODOLOGY

The study was conducted by Ken Foster, MBA, PhD, professor of Consumer Psychology, University of Utah. A sample size of 300 provides a confidence interval of +/- 5.4% (depending on the percent response of each question). Telephone supplemented random opt-in email for the sample.