

CASE STUDY

Driving Brand Recall When It Matters Most

How an omnichannel strategy expanded visibility, reinforced brand recall, and drove measurable engagement across Georgia.

Campaign Quick Facts

72M

Impressions
Delivered

300K

Clicks
Generated

7.6M

Video
Completions

700+

Leads
Driven



Here's What Our Client Has to Say

As a Marketing Director, Q1 has made my job much easier. We are a large advertiser that has predominantly focused on TV, radio, and billboards. This has opened a new avenue to continue to build our brand, no matter where our audience goes.



About the Client

Ken Nugent Law Firm is a leading personal injury law firm. With offices across Georgia, the firm handles a wide range of personal injury claims and has built a strong regional presence through consistent brand visibility and trusted legal support.

The Campaign Goal

Increase reach and frequency among key Georgia audiences to keep the brand top of mind. Because personal injury services are only needed at critical moments, the objective focused on consistent visibility so that when an incident occurs, the firm is immediately recognized and considered.

Strategy

The campaign translated the firm's previous strong out-of-home presence into a measurable, digital-first strategy. By building a custom audience of drivers who frequently travel high-risk interstate corridors and pass Ken Nugent billboards, the program extended brand exposure beyond physical placements.

Mobile Device ID targeting, display and interstitial ads, pre-roll, CTV, streaming audio, and paid social worked together to create repeated daily exposure across screens and environments. Retargeting reinforced messaging and increased frequency among engaged users. Creatives featured attorneys from the firm, client testimonials, and real case outcomes, ensuring the brand remained both recognizable and credible.

Results + Success

Over the first 11 months, the campaign delivered **71.66 million impressions** and generated more than **302,000 clicks**, achieving a **0.42% CTR**. Video efforts drove **7.6 million completed views**, reinforcing consistent brand exposure across channels.

This sustained visibility translated into more than **700 qualified leads** through phone calls and form submissions, demonstrating that increased reach and frequency effectively supported both awareness and action.

The campaign kept the Ken Nugent brand top of mind and added measurable performance to a strategy that relied on untracked out-of-home efforts. As a result, the firm continues to invest in the program as it moves into its second year, building on a foundation of consistent visibility and proven engagement.