



# OOH Success with Tasty Ad



Tasty Ad™

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Need Artwork Quickly?



Create On-The-Go Art



Make the Sale!

# What is Tasty Ad?

Tasty Ad is a unique sales and design tool for the billboard industry. We have combined proven strategies, tools and techniques that optimize sales and encourage client retention. Tasty Ad is at first glance, an incredibly fast and easy way to design OOH ads and present them to potential or existing clients in the most professional and impactful way. However, it's much more than that. We provide resources to help you use these tools and techniques, like promotional and marketing content you can share with your customers.

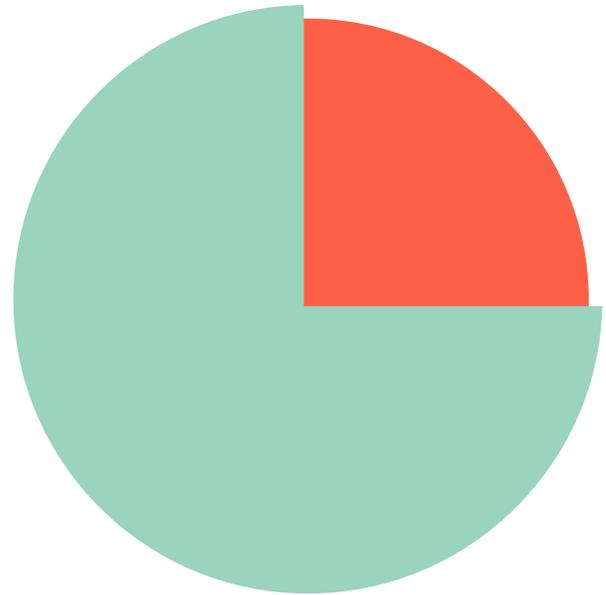
# Statistics

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We like to see what we're buying don't we? If it's a car, a new phone or a pair of sneakers. We gotta see it first.

So how do you think our potential billboard customers feel when we walk in with only a contract and maybe a map and some photos of the location.

Something is missing right? We're not showing them what they are buying. The finished product. The ad, artwork or creative!



**“My ability to get a customer signed up for a billboard campaign are 2-3 times greater when I can show spec art with my presentation”**

-Todd Pile, Executive Account Manager  
at Roland Digital Media

# Success Stories

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**Client: 1 Source Realty Pros**  
**Purchased: Digital Package**



**Client: BBB Industries**  
**Purchased: Digital Package**

Tasty Ad was used to create spec art for these potential billboard customers. They loved the ads and signed up for a digital packages.

Above are actual ads created with Tasty Ad that were used to sell the billboards to the clients.

# Conclusion

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An ad, artwork or creative is the end product we sell to our customers. Billboard customers like to see what they are buying. You wouldn't buy a car without seeing it first would you? That's where Tasty Ad comes in. Our software allows OOH sales people to create spec ads (sample ads) for potential clients easily. Without any design skills needed, making the sales process much easier.

**If you would like a 2 week free trial of Tasty Ad visit us at [TastyAd.com](https://TastyAd.com)**

