

# Harry's Spring Run-off

A CBS Outdoor Transit Shelter/Station Poster combination drove a 69% increase in runner registration for charitable run.



Harry Rosen sponsored the Annual Prostate Cancer Spring Run-off for the first time in 2006. To support the run, they partnered with CBS Outdoor and we put a strong Transit Shelter and Station Poster campaign behind the run. The results were spectacular.

- Registration was primarily completed online via the Canadian Running Series website, featured in the Outdoor ads.
- There were 3,635 registrants. An increase of 69% vs. the year previous.
- Harry's Spring Run-off drew an additional 43.8% of runners who were not regular participants in organized runs.
- Unaided awareness of the advertising was high with 77% of runners saying they had seen advertising for the run.
- The campaign ran for 8 weeks in Toronto with 146 Transit Shelters (50 GRPs) and 144 Station Posters.

Runners felt strongly that the advertisements:

*"...are an effective way of making me aware of this event."*

*"...positively influence my impressions of Harry Rosen because of their involvement with this cause."*



*"We're very excited about the positive results. The campaign that CBS Outdoor put behind Harry's Spring Run-off really pulled for us. We look forward to next year. This was a real win-win situation for all involved."*

Sandra Kennedy - Director of Marketing, Harry Rosen