



Illusion of Craftsman tools dropping off the handrail advertisement into a Craftsman toolbox floor graphic below.

ADRail escalator handrail advertising drives huge point of purchase sales for Sears Craftsman.

- ◀ **ADRail (Escalators) gave consumers a 30-second brand experience and drive shoppers into Sears.**

Escalator passengers got a 30-second look at all the tools they could put under the tree at Hawthorn mall. This escalator was perfectly situated to drive traffic into Sears.

- ADRail delivered buyers into Craftsman tool department.** ▶

ADRail delivered customers deep into Sears and right to the Craftsman tools. Toolbox shelves were emptied out. Normally full peghook displays were either empty or down to one or two items per hook.



Empty shelves in the toolbox aisle, Empty tool peghooks. Job well done!.



“Advertising doesn’t get any better than this. This is why I got into advertising to begin with...to give clients advertising solutions that deliver outstanding results.

Westfield Mall Sales VP

