

Clear The Air Challenge: Billboard Examples

1

**YOUR CHALLENGE GETS
STARTED TOMORROW**

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2

**YOUR CHALLENGE
GETS STARTED IN:**

**2
DAYS**

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3

**YOUR CHALLENGE
GETS STARTED IN:**

**10
DAYS**

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4

**YOUR CHALLENGE
GETS STARTED IN:**

**30
DAYS**

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These digital billboards appeared on major Utah freeways. They served as an informative communication medium for the general public, starting 30 days before the event.