

media release

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Pocahontas 895 places ads at new Henrico mall

RICHMOND, VA. - A long-awaited outdoor mall in eastern Henrico County opened in October – and [Pocahontas 895](#) was there.

Two of the eight kiosks at [The Shops at White Oak Village](#), at Laburnum Avenue and Interstate 64, hold a 40-by-50 inch poster featuring a yellow-and-black highway turn sign, a simple map and an eye-catching headline: “Pocahontas 895. Just one left turn on Laburnum takes you to Chesterfield County.”

The new ads are part of a selective advertising and marketing campaign to increase awareness of Pocahontas 895 and reinforce its brand. The White Oak ads join two other ads at Richmond International airport, and each ad uses a different concept to address different audiences, while underscoring the same value proposition for Pocahontas 895.

“We are very selective about ad placements,” said Pocahontas 895 Director Andi Kuhn. “We think our road is positioned to bring Chesterfield County shoppers to White Oak, and conversely offers a convenient, direct route for eastern Henrico residents to get to Chesterfield. So the White Oak location is a good one for us.”

The White Oak ads are intended for eastern Henrico shoppers and residents who may not realize, or may need to be reminded, that Pocahontas 895 is nearby and offers a quick, convenient route to Chesterfield County, which is quite some distance away by any other route.

By contrast, the [airport ads](#) – which feature an engaging photo of a mournful golden retriever and the headline, “Get home sooner” – are designed to capture the attention of arriving passengers and entice them to choose Pocahontas 895 to help them arrive more quickly to their homes or destinations. The airport ads are located in corridors that connect the gate areas to the main terminal, and thus are visible to all arriving passengers.

Both ads reinforce the same value proposition: Pocahontas 895 saves time, hassles and gas, and gets customers where they’re going sooner.

The White Oak ads with the map also help deliver the message that Pocahontas 895 is a connector road that joins other key parts of the greater Richmond highway system. Pocahontas 895, which connects with Chippenham Parkway/Route 150 to the west and Interstate 295 to the east, helps to complete what some in the area refer to as the “ring around Richmond” or “Richmond beltway.”

The White Oak ads went up the morning of the ribbon-cutting ceremony and were in place when guests and shoppers began to explore the mall after the official opening festivities. A mall directory appears on the flip side of the kiosks.

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