

The GO-GO

The Generation Outdoor-Gazette Online...The Inside Scoop On Outdoor Advertising

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A Note From The Boss Man: Matt Leible

Happy and Healthy New Year to all. A friend of mine (in a completely unrelated industry) sent me an email with the simple subject line of "Back To It". I love that.

That's the least we can do. A fresh start for the new year and get going, or, as she said, get "back to it". We will work hard and provide the service that makes us most proud and our clients the happiest.

With all of the doom and gloom in the news - it's hard not to get caught up in it. But let's focus on the work and get back to it.

There are so many new and exciting opportunities to look into from the continued digital revolution of outdoor to the new eyes on rating system from TAB... tried and true traditional as well as sifting through to find the right alternative media partners and

opportunities. So here's to a new year - challenges and all.

Sincerely,

M.P. Leible

MPL

**President,
Generation Outdoor**

Thoughts From The Desk Of The Editor: The "Ad-mageddon"

In 1999 my grandmother—the lovely, Irish immigrant that she is— basically told me that when the clock struck 12 on December 31st of that year, the world was coming to an end. I was a 13 year old who never thought she would see her first day of High School. "Great," I thought. "Now I'll never get to wear my school uniform and look as cool as Britney Spears."

Ten years later, the world is still spinning, and while Britney may have had a tough time recently, her story and the one my grandmother told me both have had the same outcome—it may look like the world is about to end, but if it does, it's not going to be when we all expect it to. I'm getting to a point with this, I promise.

Here's the point: nearly any media publication you read through is predicting an Ar-

mageddon for the ad world, with media budgets and spends expected to take massive hits in 2009. Yet, if there is one thing I've learned it's not to give in to the belief that the bottom is absolutely going to fall out, but rather to prepare for the worst should it actually happen, and do nothing short of putting your *best* efforts out there.

So it comes down to a simple decision—do we curl up into a ball and crawl into a metaphorical cave, or do we put on our creative hard hats (because we should do some creative *building*, not just *thinking*) and proactively approach 2009 with some of the best ideas and campaigns yet to be seen? My guess is that the choice falls in favor of the latter, so that we challenge not only our own abilities, but those same sources who con-

tinue to say that this will be a year where we hurt.

It is not to say that hard times will not be had, but instead of letting fear overwhelm us, we should channel our energy into work, and not so much worry. Besides, not every source is claiming that all media will suffer. In fact, MediaLifeMagazine.com has discussed reports from ZenithOptimedia which have forecasted growth for out-of-home, along with Television and the Internet.

With such a glimpse of light at the end of the tunnel, why not run towards it, rather than tip toe through the dark?

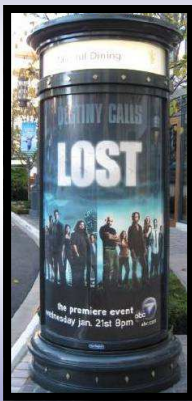


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Save a copy—Save a tree. Please consider the environment before printing this newsletter.

ABC Gets "LOST" In Another Season



Above: *LOST* creative promotes its 5th season on out-of-home media such as digital and static mall panels (l. ; ctr.) as well as on bus shelters (r.).

Destiny Calls For Panels In Malls...

Destiny came calling, as promotions for the long awaited return of *Lost* were well on their way before the Season 5 premiere. In order to get the people pumped up about the season premiere, ABC Entertainment placed the creative (seen right) on a variety of out-of-home media, showing the contrast between the characters who had left the island, and those who never did.

Among the out-of-home placements used for the above creative, static bus shelters were used in Los Angeles, as well as digital bus shelters in Las Vegas. Aside from this, a bulletin and static mall panels were used in Los Angeles, along with digital mall panels which were also used in Los Angeles, and an additional 30+ markets.



Don't Feel Like You're LOST - Catch Up On A Few Episodes!

Missed a few episodes from past seasons that you need to catch up on? Make sure to visit ABC.com and watch as many episodes of *LOST* to get up-to-date with this riveting primetime show.

Missed the Season 5 premiere on the 21st? Never fear. You can catch that episode again on Saturday, January 24th. You can also catch a quick *LOST* refresher clip show before the Season 5 premiere episode. It will recap some of those important details and juicy plot twists from seasons past, while catching you up to Season 5! This viewing event will re-air starting at 8pm, Saturday January 24th on ABC—don't miss out!

Long Live DeLonghi



Above: Massive DeLonghi creative sprawls across the side of a Gray Line tour bus in New York City.

Disegnato In Italia....

The Italians are known for great things—fine wines, delicious food and even excellent appliances. During the holiday season in Q4 '08, Generation Outdoor worked with JL Media in order to promote the great Italian appliance company known as DeLonghi.

The creative for DeLonghi's holiday promotions was as classic, clean and timeless as its appliances. The copy for these ads playfully hinted at the benefits and uses of the featured product, making the ads cute and hip.

While there were several creatives out (quite literally) on the streets, each featured a different DeLonghi product with its own unique and playful copy. For example, for ads which featured the Perfecta Espresso Machine, the copy would read "BYOB. Be Your Own Barista", touting the ability to make great Espresso with the DeLonghi product, without the need of a barista.



Where are the ads located?

Ads for this promotion were placed on a variety of out-of-home media. In New York, huge ads were placed on the sides of a few Gray Line tour buses (top). In addition to this, other out-of-home media in New York included King Size Bus Posters on MTA buses in Manhattan and Phone Kiosks (see above, right).

Aside from New York, ads were also placed in New Jersey and Miami. In New Jersey, scrolling mall dioramas (seen right) were used within a select mall which carried DeLonghi appliances. In Miami, numerous bus shelters displayed DeLonghi creative, showing off the unique DeLonghi products to the Miami public.

Overall, Generation Outdoor and JL Media worked together to create a great out-of-home campaign for DeLonghi!



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What's "Out" There

Brandwich:

Put Your Brand(wich) On A Sandwich



We have all seen the gamut of media available in C-stores and delis— from coffee cups and sleeves, to napkins and sometimes even two-sheets. Yet as advertisers are looking for more and more ways to have consumers spend time with their messages (or at least get their hands on their brand), **Brandwich** offers that exact opportunity, providing a new way to break through the clutter of “deli advertising”.

The concept is simple, you buy a sandwich and it's wrapped in deli

paper, to keep it together and to keep it fresh. As you go to stuff your face with your sub/hoagie/grinder or whatever you call your sandwich, you constantly come in contact with the sandwich in its neatly wrapped paper.

With this in mind, it is easy to see how Brandwich will allow you to get your message across, as instead of plain paper, a colorful sheet of branded Brandwich paper is used. Therefore, each time a consumer picks up their sandwich, takes a bite or even moves the paper down (so as not to consume it as well) they will have their eyes on your brand.

So just how big can your branding be on Brandwich paper? While it is not suggested that large scale creative be used (as it would require 4-color process and has been noted to not print out as clearly/cleanly as

desired), graphics such as logos would best be supported by this opportunity. The font sizes for any copy to be included is usually at least 6 or 8 point font, which should not be too hard to read, considering that it would be brought up to your face every time you take a bite.

Aside from this, there are two “tiling” options of your creative or logo on the Brandwich paper. The first option is a larger placement with room for copy (seen left). The second is a domination of logo placement only (below).

All in all, this seems like an interesting new way to get your brand in the hands of the people. ■



Brandwich: It's Good To Know...

Where is it available?

- It is available in the Top 50 markets, and can be bought by DMA, MSA, County, City and Zip Code.
- It can be used to target colleges and beaches when distributed through nearby delis.

How much paper is used?

- Typically, the Brandwich paper is available in sheets that are 15" x 12" in size. However, rolls of paper can also be provided to the locations, but will depend on the markets selected.

Instead of 4-color process, how many colors can be used?

- Brandwich recommends anywhere from 1 to 3 spot colors to be used. However, it is noted that 1 or 2 works best, as each color uses a separate plate during the printing process.

SOURCE: Brandwich.com

“Brandwich paper is available in sheets, but can be provided in rolls of paper depending on the market.” How big of a sandwich are you planning on making that you need an entire roll?

What's "Out" There

Spirited Concepts: *The Seat Saver*

Saves The Seat With Ads To Beat



If you are familiar with the term "Calling Fives," you may know that it is the phrase you must utter in order for your seat to be saved when you get up to go about your business. You may also know that under the "Fives" verbal contract, your seat may only be saved for 5 minutes, and its terms only hold (or at least it does most of the time) when you are amongst friends. But what if you are not amongst friends, and rather find yourself in a crowded bar scene? Certainly "Fives" can not help you here.

It used to be that in order to save your seat in this type of situation, you would have to put a napkin over your

drink, which also saved your beverage from being tossed out by the bartender. However, complications due to napkin soakage and those few individuals not understanding your obvious "Don't Sit Here" efforts have led to the creation of a seat saving solution which just happens to be of use to advertisers – **The Seat Saver.**

Seat Savers are a new type of bar coaster which allow for use both on top of and under the drink. The difference between a regular coaster and a Seat Saver is that the latter features a 1 & ¼ inch hole which is large enough to accommodate a bottle neck from a beer, or a straw or olive pick from one of your favorite mixed drinks. When placed upon the drink, it serves as a reminder to others that you will be returning to rightfully claim back your drink and your spot at the bar.

Contrary to what you might think, advertisers for the Seat Saver products are not limited to those in the spirit selling industry. While many

advertisers have in fact been brands of spirits (such as Bacardi and Absolut) other non-spirit brands have also promoted through Seat Savers, including Kool Cigarettes and MatchActivity.

While this product has obvious benefits for the drinking public, some may question how bars and restaurants feel about this product. Considering that the product was created by two former LA bartenders, the feelings seem to be positive. It prevents drinks from being accidentally thrown out since they make it known that the drinker will be returning shortly, and keeps the bar area clean of all those crumpled up or soggy used napkins. Aside from this, it has received press from both bar/restaurant publications and media publications including BrandWeek and MediaLife.

The Seat Saver looks like another interesting ad vehicle among bar media, and while it may be something small, even the small still counts. ■

The Seat Saver: It's Good To Know...

Why Would Seat Savers Be Used?

- If you had to do any of the following, a Seat Saver could be used to make sure your drink and seat were still there upon returning: *Using the restroom, Smoking, Making a phone call, Tearing up the dance floor, etc.*

What If I Have My Own Coaster Producer?

- Seat Savers are produced by the major coaster producers, which enables you to order the Seat Savers through your own coaster producer, should you already have one.

Some Creative "Be Right Back" Messages:

He'Brew Beer:
"Thou Shalt Not Covet Thy Neighbor's Seat."

Absolut Vodka:
"This Is Absolut-ly My Seat."

"What if I have my own coaster producer?" Never fear, these are produced by the major producers, most likely one that you already use.

SOURCE: Spirited Concepts/The Seat Saver.



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All we are saying, is give trees a chance. Please consider the environment before printing this newsletter.

Over And “Out”:

Experiential Marketing: Embrace It, And Be Embraced



In a time when the public is holding on to their hard-earned dollars tighter than Jocelyn Wildenstein's face, the best thing that an advertiser can do is to make the public feel good. As it has been said, actions speak louder than words, and during these tough economic times it may very well be the comfort, not so much the copy, that influences consumers in 2009.

We are beyond the advertising efforts of the 20th century, a time when the consumer *looked to* the advertiser and said “What should I do?” In the 21st century it is the consumer who now *looks at* the advertiser and says “What can you do for me?” It is now a relationship, or a standing dialogue between consumer and corporation that gets the message through.

Nowadays, the brands who succeed are not those who stand alone on a

soap box and solely preach the power of the product. Nay, it is those who bring the consumer in, engage them with the brand and leave them slightly curious that truly succeed. Indeed, curiosity may have killed the cat, but has rarely shown to kill the corporation.

So how do you engage the public with your brand? Through *experiential marketing*, of course. Yet while experiential (aka guerilla) marketing efforts are not new concepts, they are still a great way to interact with your audience, and gain favorable responses from your campaigns.

In fact, a 2005 consumer research study from Jack Morton Worldwide found that over two-thirds of consumers claim that their opinions of brands and products would be extremely or very influenced by experiential marketing tactics. In addition, 3/4 of consumers said that they would be more receptive to a brand's advertising if they participated in a live marketing experience.

On top of that, not only is the experiential marketing experience a positive influence on the perceived value

of your brand, but the promotional items distributed during such campaigns also shows to have positive reciprocations. A 2008 study conducted by the Advertising Specialty Institute found that 42% of their surveyed audience reported having a more favorable impression of a brand or advertiser after they had received a promotional item.

Aside from this, “long-lasting” impressions can be gained, depending on the type of item distributed. For instance, it was reported that branded reusable bags were used an average of 9 times a month and average impressions gained per bag were 1,038 in a month. Such high impressions are most likely gained because such an item is useful, and in fact, ASI also reported that 81% of branded items are kept because they are found to be useful.

Overall, experiential marketing coupled with some free giveaways could very well be a great way to stay afloat in 2009. If you have been doing this all along, then kudos to you. If not—carpe diem—now is the time. ■

Experiential Marketing & Promotional Items: It's Good To Know...

Influencing Purchase Decisions:

- **Experiential Marketing:** 70% of respondents claimed this would increase the likelihood to do business with an advertiser.
- **Promotional Item:** 24% claimed they would be more likely to do the same from receiving free items.

After Experiencing/Receiving:

- **Experiential Marketing:** 8 out of every 10 consumers who engaged in experiential marketing told others about it.
- **Promotional Item:** 62% of respondents have done business with an advertiser after receiving a branded promotional item.

Definitions, Please?

- **“Experiential marketing** gives customers an opportunity to engage and interact with brands, products, and services in sensory ways...” (experientialforum.com)
- **“Promotional Items...are items that are emblazoned with your company's name [and] logo...”** (ezinearticles.com)

SOURCE: Jack Morton Worldwide, 2005; ASI, 2008.

Word On The Street: Industry Buzz



Channel M To “Cash In” With Money Mart

Channel M has now garnered a partnership with Dollar Financial Group, which owns the Money Mart retail financial locations in the U.S., U.K. and Canada. This partnership will allow for in-store TV networks to be eventually be installed in all 1,000 Money Mart locations, however the initial roll out of the network will be seen in 15 locations in the U.S. and 15 in Canada.

Content featured on these networks will include music videos and entertainment, as well as news tickers and a variety of advertising opportunities including :15, :30 and :60 spots.



Source: Katy Bachman, 12/18/08; MediaWeek.com

Clear Channel Fights For Its Rights, And Wins

Clear Channel Outdoor put up a fight for its rights –no, not to party – but to advertise in the Sacramento and San Antonio transit systems. With a 5 year contract in Sacramento and a 9 year contract in San Antonio, Clear Channel now has the right to advertise on a combined total of 1,075 bus shelters in both cities. Additionally, it will have the ability to advertise on up to 1,024 displays on buses and trains in Sacramento, as well as on 804 buses in San Antonio.

We
Want
Transit!

Source: Associated Press, 10/20/08; Forbes.com

Titan Takes A Transit Deal Too

Aside from Clear Channel, Titan Outdoor has also come to acquire a new transit deal. Titan has contracted with the Port Authority Transit Corporation (PATCO) as the OOH provider for their rail service and stations, which see nearly 40,000 commuters daily. These opportunities, which were previously handled by CBS Outdoor, will be within Titan’s inventory for the next five years.

We Do
Too!

Source: Katy Bachman, 12/1/08; MediaWeek.com

Word On The Street: Creative Campaigns

A Westfield Mall Houses A Pop-Up Pup Hotel

If you happen to be a dog owner who has trouble parting ways with your furry friend while you shop, then you would have loved this campaign for *Hotel For Dogs*.

The promotional efforts for this movie were guerilla, as a pop-up “hotel” was created for dogs at the Westfield Century City Mall in Los Angeles.

Instead of leaving their dogs home alone while out, shoppers could bring their furry family mem-

bers to the “doggie day care,” and were left in the best hands.

In fact, while this was a promotion for *Hotel For Dogs*, the effort garnered a partnership with *New Leash On Life*, an animal rescue organization with chapters in both Los Angeles and Chicago. This organization ran the hotel and pampered the pets who visited.

Dogs dropped off were allowed to remain in the hotel for up to four hours

at no charge, and any additional hour that they were cared for incurred a charge of \$10 per hour.

All money collected from the extra charges was donated to *New Leash On Life*, so that they could continue to do good things.

This promotion ran through the holiday season until January 5th, which was perfect timing for shoppers and for the promotion of the film, which opens on January 16th.



Source: Kenneth Hein, 12/11/08; Brandweek.com

Word On The Street: Creative Campaigns

A Guerilla PSA Message Chills To The Bone

Don't let your eyes fool you, the photo on the right is not of a bunch of really, really skinny college kids hanging out (is it even possible to avoid the freshman 15 anyway?).

Nay, the figures on the right are actually skeletons, dressed up to look like college students who were tailgating at a recent football game between the University of Florida and Florida State University.

Accompanying this site was an eerie sign which read: "We lose too many fans each year to tobacco." This sign, coupled with the skeleton scene collectively created a chilling message about tobacco related death. And as

It should be no surprise that this campaign was created on behalf of *Tobacco Free Florida*, in order to get the public's attention about the 28,000

deaths caused by smoking in Florida each year.

The venue selected will not be the only one to see these "die-hard" fans in the crowds. *Tobacco Free Florida* also plans to have a presence in sporting events that take place during "Tobacco Free Florida Week" in late February.



Source: Diego Vasquez, 12/2/08; MediaLifeMagazine.com

Levi Undresses For 501 Campaign

You may have seen the 3D billboards unbuttoning themselves in places such as Los Angeles this past August (bottom, right), but Levi's are now extending this "flashy" campaign into the winter months for their 501 jeans.

On December 5th, this 3D campaign extended its run in New York on 400 taxi tops belonging to Show Media. The taxi tops

feature the same "unbuttoned" concept that is built out of the taxi top to create a 3D effect (top, right).

The timing for this campaign is appropriate, as it not only hits the streets during the holiday season, but will also be up for Fashion Week in February.

This specific taxi top campaign was initially dreamed up by the Presi-

dent of Show Media, John Amato. After seeing the billboard in Los Angeles and the creative effect the 3D techniques gave off, he got the wheels in motion with his creative director.

Once a drafted concept of the taxi top was created, Amato pitched the idea to Levi Strauss and the rest is history, as they say.



Source & 1st photo: Richard Tedesco, 12/17/08; PromoMagazine.com; 2nd Photo: Flickr.com



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Imagine what those trees from *The Wizard of Oz* would have done, if Dorothy used them for paper instead of apples.
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Inside Generation Outdoor: What's Goin' On?



The Generation Outdoor team at the Medallion Financial Holiday Party: from left—Mira Almonor, Ashley Carlo, Tom J. Pirog, Keith Stewart, Kristin Carlin, Tracey Marshak, Mike Leible, Andrew Murstein [*President, Medallion Financial*] and Matt Leible [*President, Generation Outdoor*].

A Happy Birthday To...

Tom J. Pirog: 1/23



SpotCo: The Neon Lights Are Bright On/Off Broadway



Some Current On/Off Broadway Productions:

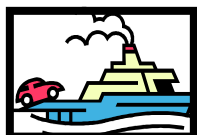
Avenue Q | *August: Osage County* | *Billy Elliot: The Musical*
Chicago | *Hedda Gabler* | *In the Heights* | *Pal Joey*
Shrek The Musical | *The 39 Steps* | *The American Plan*

Some Upcoming Broadway Productions:

Ruined (Previews begin 1/21, opens 2/10)
Guys and Dolls (Previews begin 2/3, opens 3/1)
Distracted (Previews begin 2/7, opens 3/4)
Humor Abuse (Previews begin 2/19, opens 3/10)
West Side Story (Previews begin 2/23, opens 3/19)
9 to 5 the Musical (Previews begin 3/24, opens 4/23)



What To LOOK For: Future Features



Ferry Ads
 Reach Nearly 80,000 People...
 ...In One Day



Prison Break Promotes With Cakes
 A Sweet And Sneaky Tune-In Promotion



Pint Size Pump Promotion
 Mini Pumps For Mini Cars

As we continue to move forward into this new year—we hope you find much happiness and success in all of your endeavors. Here's to a mighty fine 2009!

-Ashley Carlo

[Have Something Specific You Want Us To Cover? Contact Us!](#)

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