

# 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

I started to write my blurb for the newsletter and as I started to get going, my father delivered the news of the passing of Don Dwyer. A true friend and an out-of-home legend, Don lost a courageous battle with cancer. Don was a salesman like no other. There was no hidden agenda. He was honest and one of the good guys. He spent more time guiding me then selling to me.

Fact of the matter is, we never contracted one thing with him, but he always took the time to help when I needed it. I knew Don when I was a child when he and my dad worked together. He then started his own successful stadium/arena advertising business and then developed

a successful C-Store 1-Sheet business. Don worked up until the day the cancer wore his body down just a few days ago. About 15 years ago he took a tremendous amount of time out of his busy schedule to talk about my career and helped put me in the right direction.

As much as we loved to talk about work, we spent much time talking baseball. At one point, he busted my chops that I no longer had time to stop and smell the roses - translation, bs about our beloved Mets. I owe a huge debt of gratitude to Don -- a humble, smart, fun, successful, entrepreneur who was the very definition of class. I will rededicate my energies to succeeding be-

yond our wildest thoughts back 15 years ago when I sat in his office and as importantly, I will stop and talk baseball!

And on that note, I would be remiss if I didn't mention that the ground hog was wrong (big rats can't be trusted). It may still be cold here on the east coast, but the calendar says that Spring is here! With that, new energy and hopefully some great, new creative ideas and campaigns. Looking forward to brighter days ahead... and baseball season, Don... Let's Go Mets.

Sincerely,  
*M. P. Leible*

MPL

**President - Generation Outdoor**

## Thoughts From The Desk Of The Editor: Alternative Media

Within this economic climate, it is comforting to see how the rest of the media world feels about the "state of our union" - those of us who are living and breathing the battle of the budget day in and day out, and not just those on the outside speculating with a magnifying glass in hand.

Rather than pushing the same gloomy story about an "Ad-mageddon" like other publications, *Media Life Magazine* surveyed media buyers and planners to find out their opinions on alternative media and found some

positive results and opinions.

Their definition of alternative media was defined as "*all forms of out-of-home advertising beyond traditional billboards, ranging from digital signage to street teams handing out product samples to skywriting to advertising on beach umbrellas*".

Working from this definition, media buyers and planners weighed in, and *Media Life* reported the following results:

- 69% believed that alternative media spending would increase!
- 63% of media planners/

buyers had positive feelings towards alternative media.

Opinions and results like these shed a more positive light on the discussion of ad budgets, especially of those for out-of-home. Considering the sources of these opinions, these may even provide a better understanding of the state we are in.

I'm not saying we should look at the ad world through rose colored glasses based on a few opinions, but perhaps we should take some of the "doom and gloom" talk with a grain of salt.



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

## ABC Entertainment: *In The Motherhood & Samantha Who?*



Above: Creative for a new ABC comedy *In The Motherhood* and returning comedy *Samantha Who?*

### *Whoa, Momma! Samantha's Back!*

Thursday, March 26th was a night of new things on ABC—a night for a series premiere of a *new comedy*, and a *new night* for a returning comedy.

Yes, the masses were introduced to a new ABC comedy called *In The Motherhood*, which highlights the daily dilemmas faced by mothers across the country in a light and humorous tone. Aside from this, America's favorite amnesiac *Samantha Who?* made a return on a new night.

When it came to out-of-home advertising for the promotion of these shows, mall kiosks were placed at a select few retail centers across the Los Angeles area (see right).



### *In The Motherhood - In The Burbank Neighborhood*

Outdoor advertising efforts for *In The Motherhood* were not isolated to just the mall media, however. These promotions were also making their way into the Burbank area by means of bus shelter advertising.

This allowed for *In The Motherhood's* promotions to literally be “in the hood” in Burbank!



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Trees are the bee's knees. Please consider the environment before printing this newsletter.

# Integral Yoga Institute: "Yes, You Can Buy Peace Of Mind"



Above: Integral Yoga Institute creative on Urban Panels in NYC.

## Spreading Peace...

In this busy world we find ourselves in, one of the things we might find to be devoid of in our lives is peace. Thanks to an outdoor campaign for the Integral Yoga Institute, New Yorkers will know just where to go to "find their inner peace."

Generation Outdoor worked with JL Media on this campaign, with a clear focus and a simple yet succinct objective: target key areas immediately surrounding the Institute, to spread the word to New Yorkers living in the local area. In doing so, highly targeted locations were selected for media such as Urban Panels (above) and Subway 2-Sheets (right).

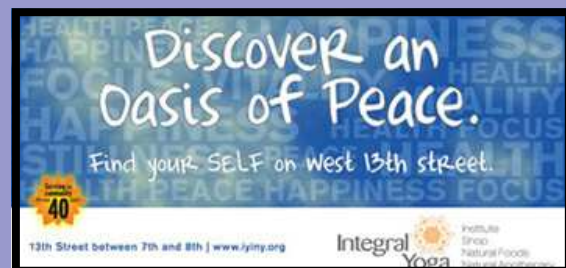


## Get A Piece Of That Peace!

*Need a little peace in your life?  
Take a class at the Integral Yoga Institute!*

There are a variety of Hatha classes including:

- Morning Hatha
- Lunchtime Hatha
- Evening Hatha
- Gentle Hatha
- Restorative Hatha
- Hatha I
- Hatha I/II
- Hatha II
- Hatha II/III
- Hatha III



# What's "Out" There

## P.O.S.abilities: Puts Your Message In Charge



We've all done it—charging a meal because we didn't have time to hit the ATM before dining. While this is a situation that saves us from washing the dishes as payment for our meals, it is also a situation that allows for advertisers to get their message across and placed directly into the hands of the public.

No, this has nothing to do with laser printing your logo onto the cards, or putting a fake branded cover onto them to create your own little black "SpAMEX" card. Rather, an ad opportunity is placed on the back of restaurant credit card receipts, and is provided by a company known

known as **P.O.S.abilities**.

Not surprisingly, these opportunities are available in NY and LA, with hopes to expand into other major markets soon. However, while this is only currently available in two markets, they happen to be two of the most perfect markets for distribution. The populations within these areas are notorious for doing the cha-cha-charge, especially in restaurants, thus allowing for advertisers to reach a great number of people.

While many a receipt will be printed (due to so many like myself who never carry cash), this will not mean that several different advertisers will be sharing space on the receipts. In fact, only one advertiser's message is placed onto a roll of receipt paper.

Sure, ads are printed onto the customer's copy, but what about the merchant's? No lost impressions there kids. **P.O.S.abilities** only provides the branded receipt paper for customer copies, ensuring that your

messages are not wasted on an unwanted audience.

One might think that these ads are only seen when the customer takes a copy of their receipt, however they could be seen a few extra times for those who hold on to receipts when expensing a meal, those who shove every receipt into their bags (like me) and those who hold on to every single receipt ever received, period.

All in all, while this may not be an "in-your-face" medium, it is certainly a new opportunity that allows your message to be "in hand". ■



## P.O.S.abilities: It's Good To Know...

**How large are the ads on the back of the receipts?**

- Typically, these ads will be about 4" x 2" in size.

**How many locations are these currently available in?**

- There is a combined total of 1,000 locations available to advertise in.

**How are the opportunities sold?**

- An advertiser can not target by specific type of restaurant (i.e. Italian, etc.), however can target by zip code.  
- In addition, the opportunities are sold by numbers of impressions, rather than numbers of locations.

*"Advertisers can not target by restaurant type, but can target by zip code." Sorry, you can't specifically hit all of the Mama Leoni's in NY, but you can target the Italian neighborhoods!*

SOURCE: P.O.S.abilities.

# What's "Out" There

## AdTowels:

### Get The Public To Soak Up Your Message



After you're done working up a stinky, hot sweat at the gym, one of the first things you are going to grab is a towel to soak up all of that perspiration. Some gyms may provide you with a towel, in some cases even requiring that they be rented out, but when it comes down to cleaning your sweaty-mess-of-a-self up, do you really want something that has been *used* and *re-used*?

Well, a new product is providing gym-goers with a solution to the towel dilemma, with disposable towels that just happen to be "green" - though not literally the color green, just eco-friendly. Naturally, this is not being mentioned solely for the

greater good of the gym-goers among us, but rather because it also is providing an OOH opportunity for advertisers called—**AdTowels** (see left).

These towels are a hygienic solution to the cloth towels that are sometimes provided by gyms and fitness centers across the country. As they are made from pulp-based products, they are biodegradable and recyclable, and as they are only made for one-time usage, they eliminate a gym's need to waste water, time and money on washing their own towels. Further pushing the "green-ness" factor of these products is the fact that the inks used for printing creative onto these towels are made from non-toxic vegetable based inks (yum!).

The advertising opportunities on these towels are simple: if you have a message, you print it right onto these useful towels. The gym-goers pick up a towel or two to dry off, and just as they do, your message is in their face. Aside from this, the dispensers (see bottom, right) which hold the towels

can also be branded, so that a message can still be seen even if a gym member doesn't grab a towel, but perhaps walks by the dispenser.

Typically these dispensers and towels will be located at the entrances of the gyms, most of the time by the main desk or counter. This ensures that they are seen when a gym member is entering or exiting the gym locations, and can grab a towel pre or post workout.

In gaining access to fitness centers, **AdTowels** developed a partnership with the Health Club Media Network (formerly HCPN). As such, **AdTowels** has access to the 3,000 locations within that network.

Should you find health club media to be in your next effort, don't forget the product that soaks up your message. ■



## AdTowels: It's Good To Know...

#### Can the AdTowels be customized?

- Customizations such as die-cuts and sizing can be accommodated.

#### # of dispensers in a location?

- The number of dispensers depends on the size of the gym location, and as such, a larger gym would have more dispensers placed and a smaller gym would have less.

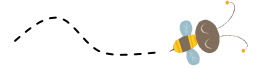
#### Additional Opportunities?

- The **AdTowels** company also has products such as branded headrests and napkins. The distribution for headrests is being worked on, and would include placement on Amtrak headrests, etc. A partnership with InStadium will allow for the distribution of napkins in 250 stadiums and arenas across the country.

SOURCE: AdTowels.

*"The number of dispensers placed in a gym location will vary due to the size of a gym location." In other words, size matters!*

## Word On The Street: Industry Buzz



### Lamar Billboards "Catching Some Rays": Testing Solar Power Capabilities

Lamar Advertising has begun to test new technology which may very well pave the way for solar powered billboards that use light reflecting digital ink, rather than digital billboards which use LEDs. It seems Lamar does not feel the need to rock down to Electric Avenue, and rather is looking into this "greener" option which uses less power when compared to your typical LED billboard. The test unit is currently in Penascola, FL, and plans are underway to move the unit to New York next month, so that it can be tested in different weather.



Source: Katy Bachman, 2/10/09; *Mediaweek.com*;

### Writing Is On The Walls For Chicago Signs

It seems that LA isn't the only big city which is feeling the heat over illegal outdoor advertising signs. As of late, there has been coverage on this topic in Chicagoland, as more pressure is being put on OOH companies whose signs are up illegally. While a crackdown on illegal signs is seeing coverage now, this has been an on-going process. In December '08, an ordinance was passed for \$10,000 fines to be issued for illegal signs, where citations can be written each day the units are up.

Source: Chuck Goudie, 2/18/09; *abclocal.go.com*

### Zoom Media To Expand Once More

Just a few months ago, Zoom Media had expanded its inventory to include the acquisition of Club Com into its existing list of opportunities. Now, Zoom has raised \$30 million in capital through sales of its company's minority stake, which will allow for the media company to not only acquire new opportunities, but also expand its current opportunities. With this money, Zoom plans to expand over the next 18 months.



Source: Katy Bachman, 3/5/09; *Mediaweek.com*

## Word On The Street: Creative Campaigns

### Butterfinger Creates "Buzz"

These days it's all about generating buzz, and Butterfinger seemed to take that idea, and run with it. In promoting their new caffeine infused candy bar which is appropriately named *Butterfinger Buzz*, the candy company sought out some eager individuals who were up to their promotional challenge.

This promotion called for individuals to endure not only a buzz cut, but a spray painted orange logo to be placed on the sides

or backs of their heads. Now, don't gender stereotype and think that only guys would pull off these branded do's, folks. In fact, you might be surprised to know that many a female decided to pull a Demi-Moore-circa-G.I.-Jane for this promotion.

Contrary to what you might think, these were not your average brand ambassadors or just some freaks who thought it would be cool to sport these new looks. Nay, it

was all part of an entry process of course, as any person who chose shears over jeers would be entered for a chance to win a trip to Las Vegas, among many other prizes.

For those who decided not to partake in Butterfinger's "shear promotional genius", entry forms were made available so that the not-so-willing could also have a chance to win. Hats off to the brave ones—just incase they need to cover that orange up.



Source: Amy Johannes, 2/12/09; *PromoMagazine.com*



## Word On The Street: Creative Campaigns

### Campaign "Snickers" At Other Ads

Creative snicker campaigns are not particularly new, but as of late their newest campaign has been hitting a lot of out-of-home media, especially in New York.

Amongst the media on which the latest installment of the Snicker campaign has been featured is subway brand trains. With this, many NYC trains have been half-blanketed with copy which pokes fun at

local, but known advertisers, such as Dr. Zizmore. Rather than those brightly colored ads with bumpy, then smooth happy faces, these Snickers ads tell commuters to "Schedule a consultation with "Dr. Feedzmore".

This of course, while obviously elbowing the somewhat tacky Zizmore ads, is also expressed in Snickers' language known as "Snacklish". In fact,

some of the subway ads do make reference to it directly, calling for the public to "learn to speak *Snacklish*", much like other ads from actual language schools that are quite often found on the trains.

Aside from the subway media, ads can also be found on taxi tops, urban panels, and much more.



Source: 3/10/09; [DesignDailies.blogspot.com](http://DesignDailies.blogspot.com)

### Cava Couture "Drops Trow" For Underwear Promotion

If you are an underwear company trying to spread word-of-mouth about your products, then how do you get the word out about such a sensitive topic? By making the promotion seem like an overheard conversation, naturally.

For Cava Couture and its creative agency Santy, this meant dressing up a mannequin to look like a female (or at least the bottom half of it) and pulling down the unmentionables

so that they could be seen by any woman who entered a women's restroom in a local mall. Aside from this, a "phone conversation" was played on a tape recorder within the bathroom, to make it seem like a female was having a conversation with a friend about her great new underwear.

Restroom visitors only heard one side of the conversation to make it more realistic, and the conversa-

tion discussed how comfortable the underwear were. In addition, to further push the promotion of the underwear, mirror clings were placed which displayed the Cava Couture design and website, so that women could "find out what all the gossip is about".

All in all, a funny and sassy way to promote some undies.



Source: Diego Vasquez, 3/10/09; [MediaLifeMagazine.com](http://MediaLifeMagazine.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. Please consider the environment before printing this newsletter.



# Inside Generation Outdoor: What's Goin' On?

## Vacation, All I Ever Wanted!

Tracey Marshak will be out of the office on vacation from 4/1—4/8. She will be taking a trip to jolly old London, England and Dublin, Ireland.

Cheerio Tracey, and Top O' The Mornin' To Ya!



## Upcoming Events:

The LPGA Sybase Classic, presented by ShopRite, will be taking place May 11th-May19th 2009 at the Upper Montclair Country Club in Clifton, NJ.

Break out the clubs, and get ready!

## A Notice From GOI's Legal Dept:

**LA:** The hearings concerning the large format outdoor ads (wrapped buildings) in Los Angeles have been postponed. Our sources have informed us that this has been postponed for at least a month or two. Similar findings have been reported in *Cleveland*, *San Antonio* and *Omaha*.

**NY:** As of now, no determination has been made on the spread of large outdoor units into other areas of Manhattan, outside of Times Square.



## 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* | *Distracted* | *Exit The King* | *Guys and Dolls*  
*Hedda Gabler* | *HAIR* | *Humor Abuse* | *In the Heights*  
*Ruined* | *Shrek The Musical* | *The 39 Steps*  
*The American Plan* | *West Side Story*



### Some Upcoming Broadway Productions:

*reasons to be pretty* (Opens 4/2)  
*Mary Stuart* (Opens 4/19)

*The Philanthropist* (Previews begin 4/10, opens 4/26)  
*Waiting For Godot* (Previews begin 4/10, opens 4/30)  
*Accent On Youth* (Previews begin 4/7, opens 4/29)  
*9 to 5 the Musical* (Previews begin 4/7, opens 4/30)

## What To LOOK For: Future Features



**Windex Hauls "Glass":**  
 Actually, they just "moved" it...



**College Notebook Media:**  
 Believe it or not, an expanding opportunity for advertisers...



**Event Marketing Survey:**  
 Survey says—we keep on truckin'...

We hope you enjoy this installment, and wish you a very Happy Spring!  
 -Ashley Carlo

**Have Something Specific You Want Us To Cover? Contact Us!**  
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No seriously, nobody likes a paper cut. Please consider the environment before printing this newsletter.