

The GO-GO

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

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There comes a time when you can sit back, relax and enjoy the fruits of your labor. For Generation Outdoor, now is not that time! With a hectic, yet successful summer season past us, we are fully planning for the holidays and Q1 '09 (and beyond!) Who has time to relax?!

In this issue, we find ourselves digging into the new auditing procedures of the Traffic Audit Bureau, finding new and creative ways to engage our client's audience,

getting "m.o.m" involved, and "picturing" different options...as well as throwing kudos to our fellow advertisers and their agencies who create a stir.

We appreciate all of the feedback from our first ever publication and hope that you, our clients and friends, will continue to support us with your kind words, direction and business. You have succeeded in further inspiring us.

And no, for those of you that

asked, the picture on the cover of last month's issue was not a founding member of Generation, but rather a random executive—we are shy around here and usually let our work speak for itself.

Sincerely,

M. P. Leible

MPL

President,
Generation Outdoor

There's A New Way To Look At OOH Auditing

Eyes On Impressions or EOIs, are the forthcoming new industry standard for auditing OOH media impressions by the Traffic Audit Bureau. Set for roll out by the end of Q4 '08, these measurements will allow for better representations of the audiences that pass and see ads placed on OOH media. Of the OOH media available, traditional media such as bulletins, bus shelters, kiosks, 30 & 8 sheets are to be covered.

The new impressions go beyond the current standard of calculating the *potential* audience of an OOH ad display (or Daily Effective Circulation) by focusing on the number of people who *actually* see the ad.

In order to create EOIs, a substantial amount of information is involved, including traffic counts, travel surveys, census data and eye-tracking technology, which tracks the eye movements of vehicular and pedestrian audiences as they pass OOH displays.

When all data is collected and evaluated, the actual EOIs will include:

- Impressions for each unit.
- Ratings that will include impressions based on vehicular and pedestrian audiences (also including public transportation)
- Impressions for demographics (such as gender, age, ethnicity and HHI)
- Impressions by geography (i.e. DMAs)

-A complete, accessible data set for the 400,000 OOH units across the U.S.

When the new impressions are made available, they may show lower numbers than the current calculations. As such, CPMs will be higher since the calculations will take EOIs into consideration, rather than gross impressions.

However, these new EOI numbers will be the most accurate calculations for appropriately measuring OOH audiences. In addition, there are implications that this system may allow for OOH media to be included in ROI analyses. Overall, we should expect to "see" great things from EOIs.



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

Lugz & Sneaux:

Starting The New School Year On The Right Foot



Above: Two different Lugz Back-To-School Creatives; Tucson, AZ.

Back To School Never Looked So Cool...

The Back-To-School season calls for a variety of new things—new schools, new classes, new teachers and sometimes new friends. If you think back to when you were younger, you may remember taking a special shopping trip with your parents during that season; a trip that ended with a new pair of *shoes*. You can't deny the way you felt with those new shoes. Let's face it, we all thought we were pretty cool with a new pair of kicks, and we had no problem showing them off at school.

This year Lugz and Sneaux worked with their agency, JL Media, to promote their new footwear styles for the Back-To-School season. For outdoor placements, Generation Outdoor and JL Media worked together to place ads in malls, specifically on backlit kiosks, in order to reach consumers with "New Shoes for Back-To-School" needs. Mall kiosks for both campaigns were entirely appropriate, as they not only reach consumers in a buying state of mind, but also reach a core target of users for these products—teens.

While aiming for the teen category as a whole, Lugz and Sneaux also aimed to reach African American and Hispanic teens. In doing so, they promoted their urban shoes on displays located in urban areas to reach these teens. In addition, Lugz had placed ads on 8-sheets and bus shelters, both effective mediums for reaching youth in urban areas.

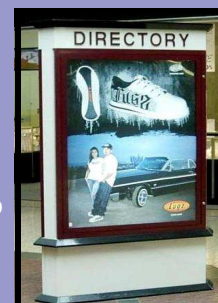


Sneaux kiosk,
Columbia Center Mall, WA.

The campaign featured hip, artsy creative that highlighted the unique features of the shoes belonging to each company. The creative appropriately matched the tone for these footwear brands, creating an urban feel for the promotion of an urban shoe line.

The Back-To-School campaign was the first out-of-home program ever for Lugz and Sneaux with Generation Outdoor, and had turned out to be a great success. It was so successful in fact, that both companies have come back to plan holiday programs with us.

We are excited and delighted to have worked on such a great campaign with our partners at JL Media, and we look forward to the upcoming holiday campaign.



Lugz kiosk,
Westminster Mall, CO.



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JCrew's Madewell: A Campaign Well Met



Above: Madewell Sno-Cones being distributed to the public in Austin, TX (left) and NYC (right).

Hot Fashion Calls For Cold Treats...

To promote the Madewell clothing line in a fun way, JCrew took the sweets to the streets as they distributed free Sno-Cones and discount cards to the public in August and September. The icy treats had been well received by the public not only because they were delicious (and free!), but because sweltering summer temperatures had continued into September. During three Madewell events, passersby in New York City and Austin, TX were lucky enough to be treated to a Lemonade or Blue Raspberry Sno-Cone. Each of these three events ran for 2-3 days, and overall this campaign saw a distribution of 7,000+ Sno-Cones with impressions of 130,546!

The first event took place from August 14-17th, reaching New Yorkers in Brooklyn and Manhattan. Specifically, the Madewell Sno-Cones were distributed in Nolita, the Lower West Side, the West Village, the Brooklyn Flea Market and Williamsburg. Such locations were chosen in order to place the Sno-Cone cart near a Madewell store, while also reaching Madewell's core target—young, hip and fashionable females.

The second event took place on September 4th, 5th and 7th, also reaching New Yorkers in Brooklyn and Manhattan. This time, the Madewell event partied with the people, as they served up their icy treats to partygoers at the *Daily Candy* fashion event at the Hudson Terrace. The public had been so delighted by the Sno-Cones, they even mentioned them in their blogs! Further proof the treats' popularity came on September 7th, when customers who had been waiting on line at the Magnolia bakery left to get one of Madewell's Sno-Cones.



Customers receiving discount cards in NYC.

The last event was held in Austin TX at the *Austin City Limits Music Festival* on September 26th and 27th. This was a great event and location to hit, as this festival has been known to draw a crowd of over 50,000 people. This specific Madewell event had the highest impressions of all the events at 51,726 people! As these days had been quite hot, the Sno-Cone lines had been long, allowing the perfect opportunity for Brand Ambassadors to talk about the Madewell brand with customers as they waited for their treat. As the customers were informed and served with treats, they were also given discount cards to use at a local Madewell store in Austin.

Overall, this campaign was a great success, allowing for a hip, fun brand to be promoted in a hip, fun way!



Customers receiving discount cards in Austin, TX.

ABC News-Good Morning America: All Aboard For The Whistle Stop Tour



Above: Two of the Whistle Stop Tour trucks in NY (left) and in PA (right).

Keep On Truckin'...

As *Good Morning America* prepared to travel the country for the Whistle Stop Tour, five trucks were out on the streets spreading the word about this event. This promotion ran on September 10-12th as well as the 15th and 16th, so that the public knew about the tour both before it started and while it was in progress. There were five trucks all together, one each in New York, Chicago, Boston, Philadelphia and Washington D.C. As seen above, these trucks were equipped with LED clocks, which always kept the public up to speed on the countdown to the tour. The countdown had been set for 7a.m. on September 15th, as this was the air time for the start of the Whistle Stop Tour. Once the countdown had been completed, a message scrolled on the LED to let everyone know that this tour was taking place the entire week at 7a.m.

The trucks hit the streets for 8 hours a day, targeting heavily trafficked areas so that plenty of eyes were on the trucks and their messages (including the eyes of some competitors ☺). The New York panel truck (above, left) made a live appearance at *Good Morning America* in Times Square on September 12th. Robin Roberts and Christopher Cuomo came out to discuss the tour and its start on the 15th, and ended with a few laughs and the “Choo-Choo” dance. The other billboard trucks (above, right) also made on-air appearances with affiliate stations in Chicago, Boston, Philadelphia and Washington D.C.

All in all, this was a creative and interesting way to get the message out, stopping people in their “tracks” and getting them “on board” for the Whistle Stop Tour!



Billboard truck in Chicago.

Did You Also
Happen To
See...

...The Mobile Pie Hole?

As *Pushing Daisies* had been on its way to premiering its 2nd season, a mobile “Pie Hole” was out on the road promoting it. This wrapped airstream trailer traveled the country, handing out sweet little reminders about the magical return of the show—individual pies! Most recently, the trailer made its way to *GMA*, where lucky New Yorkers were able to see the trailer up close, while getting some treats for their “pie holes”.



What's "Out" There

Photo Booth Advertising: Branding Your Way Into A Treasured Keepsake



It is certainly an advertiser's dream to brand into the busy mind of the consumer and stay there. While this may not always be easy, there is one way to brand and stick to something that is kept and treasured by the consumer—photo strip keepsakes.

Through **Clear Channel Malls' Photo Booth** opportunities, advertisers can reach consumers by customizing the photo strips on which these captured moments are printed. Since

these photo strips tend to be saved as keepsakes, an advertiser's branding can be long-lasting, as its permanence on the strips allows it to be saved as well.

For the photo strip opportunities, two options are available. The first is a basic branding opportunity that holds ad space as headers and footers to the photo strip. The second allows for a more "interactive" photo opportunity, as this allows for creative to almost take over the strip and interact in fun ways with the consumers in the picture (see *Bee Movie* example, right).

Outside of photo strips, there are several other opportunities available on different photo booth products as well as on the actual photo booths themselves:

- *Photo Products:*

- Photo cubes, with branding space on the bottom.
- Portrait sketches, with logo space on the bottom left corner.

- *Photo Booths:*

- Branding in the ad space on the outside of the shelters.
- Spots on the exterior digital monitors (:15s & :30s).



All in all, these opportunities seem like a fun way to incorporate your brand with some great memories. ■

Photo Booths: It's Good To Know...

Who are photo booth users?

- Predominant users are teen girls.
- Parents with children are the next largest user group.

How many people use at a time?

- On average, it is usually about two or more friends taking pictures.

Majority of users are youths:

- Almost 70% of the photo booth users are under the age of 16.

"Almost 70% of the photo booth users are under the age of 16." Just goes to show you, not only are they young, they are really into themselves too.

SOURCE: Fantasy Entertainment, Independent User Study (2007).

What's "Out" There

Miles of Marketing:

Mommy's Got A New Job



Moms are always on the go, whether its taking the kids to the doctor or carpooling for the soccer game. No matter what the activities are, the bottom line is that moms are *busy*. So how exactly do advertisers reach and influence moms on the go?

Enter **Miles of Marketing**, also known as **M.O.M.** This advertising company specializes in word-of-mouth marketing, allowing advertisers to reach the "mom market" through the use of mom brand ambassadors.

Including word-of-mouth tech-

niques, these M.O.M reps promote an advertiser in the following ways:

- *Mobile Advertising:* M.O.M reps place 14" x 14" magnets on their cars, which display an advertiser's message.
- *Word-of-mouth:* This takes place in person or online.

-In-person: M.O.M reps promote an advertiser in daily interactions with peers, as they travel to play groups, schools, extracurricular activities and local businesses. This would include distribution of promotional samples or other forms of branded collateral. In addition, M.O.M reps may place an advertiser's poster within frequented stores.

-Online: M.O.M reps further promote an advertiser through discussions in virtual communities such as: Cafemom.com, imommies.com, MySpace.com, Facebook.com,

Momsnetwork.com and ivillage.com. Promotion through web discussions is not limited to these sites however, as an advertiser may request for specific sites to be visited.

Outside of these opportunities, but for an additional cost, M.O.M reps may also be instructed to host parties to promote the advertiser, gather e-mail addresses for the client's distribution list or even hold contests at local businesses to build awareness.

This unique brand ambassador opportunity is available in 40 markets nationwide. It is definitely an interesting new way to advertise your brand—after all, nobody supports you more than your M.O.M. ■



An example of magnetic car ad.

Moms: It's Good To Know...

Moms prefer part-time work:

- 60% of working mothers say that part-time work would be ideal for them
- 33% of stay at home moms agreed

What's better for the kids?

- 52% of working moms think part-time work is better
- 41% of stay-at-home moms think part-time is better

Moms like suggestions and blogs:

- 55% of moms say they rely on recommendations for purchases
- 87% of moms read blogs

"55% of moms rely on recommendations for purchases" If that's the case, why didn't mom buy the sugary cereal when you recommended it?

SOURCE: Pew Research Center, 2007; BSM Media.

Over And “Out”: Cinema Advertising

There’s More Than Just On-Screen Opportunities



The two major players in cinema advertising are National Cinemedia (also known as NCM) and Screenvision. As big as they are in this niche of advertising, it seems that their opportunities outside of on-screen are often trumped and pushed to the side, as many advertisers are only eager to place their name on the big screen.

However, in-lobby advertising should not be overlooked, as studies have shown that moviegoers do spend a good deal of time there, and do take notice of the ads placed in the lobby area. For instance, a 2007 study for NCM showed that patrons

who were in an NCM theatre spent an average of 10.1 minutes in the lobby area, where 56% of patrons also bought concessions¹. That means that for at least 10 minutes, moviegoers are out of the theatre, away from the screen, *missing the ads*.

While such could be a scary thought, the in-lobby opportunities could certainly compliment on-screen ads and further implement a message in the mind of the consumer as they spend time away from the screen. In fact, statistics from an Arbitron study² have shown that 87% of frequent moviegoers look at posters in the lobby, where 34% of frequent moviegoers saw in-lobby video programming. On top of that, 54% of frequent moviegoers noticed advertising on concession items such as drinks.

So what exactly are the in-lobby opportunities? Among the many, some include:

- **Box Office Handouts:** Distributing

branded premiums or literature with movie tickets.

- **Danglers:** Signage that is hung over the concession stands.
- **HDTVs:** Remember that 34%? These run ad content in the lobby.
- **Standees:** Your ads placed on cut-outs that are positioned in the lobby area or by the box office.
- **Exit Sampling:** Target a specific movie and its audience by handing out your promotional items.

While both NCM and Screenvision can offer such opportunities, each would provide different theatres to promote in. For instance, among the many theatres that each company works with, NCM works with Regal, AMC and Loews Cinemas where as Screenvision works with Carmike, Harkins and National Amusements. Differences aside, if there’s one thing that should be noted, it is that both provide more opportunities than just on-screen. ■

¹ LEN Study, Breskin Marketing, 2007.
² Arbitron Cinema Study, 2007.

How Do NCM And Screenvision Compare Nationally?

Full list of cinemas each works with:

- NCM: Regal, AMC/Loews, Cinemark/Century, Kerasotes, Marcus and Hollywood Theatres
- Screenvision: Carmike, National Amusements, Rave Motion Picture Cinemas and Harkin Theatres

How many theatres/screens each in the Top 50 markets?

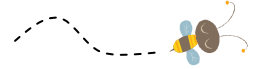
- NCM: 952 theatres, 12,420 screens
- Screenvision: 1,048 theatres, 8,285 screens

Cinema ad spending has been growing:

- From 2006-2007, cinema ad spending saw an increase of 18%.
- From 2003-2007, spending increased by \$266M.

Nielsen CAC Reports, 2003-2007

Word On The Street: Industry Buzz



Walmart Gets "Smart"

Walmart's in-store network is getting an upgrade – a digital upgrade, as a matter of fact. By 2010, Walmart expects to have 27,000 digital screens deployed in its retail locations nationwide, handled and sold by Premier Retail Networks. The network, dubbed "Smart Network," will be running an even mix of content and advertising on the screens. Spots will be less than 30 seconds long, with advertisers limited to those with products being sold in the stores.



Source: MediaWeek.com, 9/3/08; Katy Bachman

Zoom Media Gets "Physical"

Zoom Media has expanded its reach outside of the busy, sweaty nightlife and into the busy, sweaty health and fitness scene. Through its acquisition of ClubCom, Zoom has increased its digital inventory to 16,000 digital screens in 2,250 venues. These opportunities include personal screens on gym equipment that run advertisements and music videos.



Source: MediaPost.com, 9/16/08; Erik Sass

JCDecaux To Become OOH Giant?

Several British news sources have reported that JCDecaux is in talks to take over News Outdoor Group, an outdoor advertising company owned by Rupert Murdoch. This acquisition would make JCDecaux the largest outdoor advertising company, replacing Clear Channel Outdoor as the world's market leader in OOH.



Source: TimesOnline.co.uk, 9/12/08; Amanda Andrews

Word On The Street: Creative Campaigns

Showtime's Dexter Has Some "Killer" Ads

In preparation for the Season 3 premiere of "Dexter" (which debuted Sept. 28th), Showtime launched a "killer" campaign that played on the homicidal nature of the main character, Dexter Morgan. The creative displayed various, yet fake magazine covers, each featuring Dexter as the cover story. These fake magazines were Dexter-skewed publications that copped the appearance of popular magazines such as *Rolling Stone*, *Esquire*, *GQ*, *US Weekly* and *Wired*.



The campaign creatively incorporated "serial" puns as highlights about the character, while also staying within appropriate terminology for the copped publications. For example, the cover that emulated *Wired*, references to Dexter as a hacker. This not only references his status as a murderer, but creates a humorous pun, as a hacker is also a technology term that would not be foreign to *Wired's* readers. Among outdoor placements, these ads have been seen on billboards, urban panels and subway two-sheet posters, no doubt in hopes to reach the *Dexter* audience on their way to and from work.

Per Pop Candy-USA Today, 9/2/08; Whitney Matheson
Photo: Sho.com

Word On The Street: Creative Campaigns

ESPN: Turf's Up!

ESPN and Wieden + Kennedy took creative to the turf, as they promoted Monday Night Football on bus shelters in locations such as NYC, Boston, Los Angeles, Chicago, San Francisco and Washington D.C.

Real artificial (please excuse the oxymoron) turf was used on these shelters, with featured copy

such as "Monday's Hail Mary" and "T.G.I.M.N.F" created in similar fashion to the painted boundary lines found on football turf.

These ads were so popular with the public, in fact, that many pedestrians thought they were good enough to bring home to Mom, or at least to be hung on their bedroom walls.

Reports have discussed that many of these ads have been missing from their bus shelter locations, with no culprits in sight.

Kudos to Wieden + Kennedy for this campaign; if you're looking for the suspects, start looking in college dorm rooms.



Per ChannelGuideMagazine.com, 9/4/08; Cubicle QB | Photo: JCDecaux

Mamma Mia! Papa John's Crop Circles

In order to promote their whole wheat pizzas, Papa John's thought out of the box, and rather in the fields -wheat fields to be exact.

Papa John's hired a company called Circlemakers to create a gargantuan six acre advertisement in a wheat field outside of the Denver International Air-

port.

The location of this ad allowed for passengers flying in and out of the airport to get an eyeful of the message that was literally stomped into the field.

One thing's for sure about these crop circles—no aliens were hired for their creation.



Per AdRants.com, 8/26/08; Angela Natividad



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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?

We Have A Few Things To Celebrate!

Tracey Is Gettin' Hitched!

Our very own Tracey Marshak will be walking down the aisle next month, with her reception taking place in Florham Park, NJ.

She will be spending her honeymoon in beautiful, sunny Aruba, while the rest of us freeze here in New York.



James Turned 4!

James Stewart, son and apple of Keith Stewart's eye, celebrated his fourth birthday on October 1st.



Mira Celebrates Her 15th Wedding Anniversary!

Mira Almonor, Traffic Coordinator extraordinaire, will be celebrating a wonderful anniversary with husband Carl. On October 24th, they will celebrate their 15th wedding anniversary!



SpotCo: The Neon Lights Are Bright On/Off Broadway



Current Broadway Productions:

Avenue | *Boeing-Boeing* | *Chicago* | *In the Heights*
Osage County | [title of show] | *The 39 Steps* | *Xanadu*
Young Frankenstein

Some Upcoming Broadway Productions:

To Be or Not To Be (opens 10/2)
A Man for All Seasons (opens 10/7)
The Seagull (opens 10/1)
All My Sons (opens 10/16)

Current Off-Broadway Productions:

Fuerza Bruta



Irving Berlin's *White Christmas*
(Previews begin 11/14, opens 11/23)
Shrek the Musical (Previews begin 11/8, opens 12/14)
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



The "Kings" Of Digital:

Titan's Bus Posters Are Getting Re-vamped



The Digital Difference:

How Digital Bulletins Compare By OOH Company



Pasteless 30 Sheets:

OOH Is Really Stuck On This



EcoHangers:

Hang Out With Your Audience

Nielsen's OOH Service:

New Video Measurements



We hope you enjoyed the October newsletter, perhaps even reflecting on your own childhood "shoe memories"! In case you were wondering, my memory involved white L.A. Gear sneakers that lit up pink, green and yellow when I walked.

Gotta love the 90's. See you next month!—Ashley Carlo

Have Something Specific You Want Us To Cover? Contact Us!

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