

Advertising, Media and Sales Promotion Vehicles Ambient/Out of Home/Alternative Media

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- Trim ad minutes to hook viewers on new shows: ABC is adopting the novel strategy of eliminating the first commercial pod from the premiere episodes of new programs in its prime-time schedule, in an effort to get viewers to watch deeper into shows without clicking away. Some hour long dramas could run a full 15 minutes without breaking to commercial. ABC Television Network's SVP for prime-time sales, said, "I don't think it's a gamble." She added that the network is "being super-aggressive" with respect to marketing and selling the shows. [AdAge](#), [LAT](#), 9/22/09
- "This environment could actually provide the ability for more innovation and opportunities to do the never-been-done before." "For marketers, 2009 may be a year of experimentation and changing channels. At the very least they will be thinking hard about shifting dollars to different ad platforms where there could be a better return on investment during the recession." [Adweek](#) 1/5/09
- As part of its introduction of the 2010 Taurus, Ford is putting bar codes in print ads and dealership displays that launch promotional videos on Internet-enabled camera phones. [JOHO Aug-Sept '09](#)

"Advertisers are trying lots of ways to target people who fast-forward through TV spots, ignore print ads." [LAT](#) 4/08/09
- Minneapolis schools now sell ad space on student lockers, generating around \$200,000 per year for each district. (11/2010)
- Marketer keeps subway station (almost) ad-free: South Korean financial-services firm Hyundai Card and Hyundai Capital paid a reported \$2.2 million for a three-year deal for transit advertising that includes space in the new subway station outside its corporate headquarters in Seoul. But rather than plaster the space with ads, the marketer opted for a minimal approach, including billboards that are nearly blank. [WSJ](#), 9/14/09
- What's your favorite ad on the internet? Chances are you'll have a hard time giving an answer. Many people can't recall any online advertising, but you may spend several hours each day and thousands of hours a year. [Adweek](#) 01/12/09
- "The theory is that they should be jolted." [Atlantic](#) magazine advertising in muffin displays. [Economist](#) advertising on pizza boxes, using game of Twister." [NYT](#) 10/3/08
- "You can't sit still in a sea change environment. We're encouraging our clients to start with a blank slate and question everything." "It's time to take advantage of media companies' willingness to try different things or models that maybe they wouldn't do in stronger markets." [Adweek](#) 1/5/09
- "When you have the evaporation of advertising revenue, you have to look for new and creative ways of getting sellers in "It's coming in the way of adult-themed products and content." Tim Winter, Parents Television Council 2/09
- "As growing numbers of people skip TV and radio spots, ads continue migrating to unexpected places." [BW](#) 1/23/06
- [First election ad play with video games](#): Target hard-to-reach young adult men, the presidential campaign of Obama has placed ads touting online voter registration and early balloting in ten battleground states in 18 games on Microsoft's Xbox Live service. Reportedly, the first presidential candidate to advertise via an online video game. [NYT](#) (10/15/08)
- Widgets: The Future of Online Ads: "In fact, many users are starting to ignore ads altogether, a phenomenon known as **"banner-ad blindness."** At the same time, with advertisers shifting more and more of their marketing dollars online, the cost of an "impression"—placing an ad on a site—keeps rising. The net result is that online advertisers are now paying more to get less. [BW](#) Special Report, 2/20/08
- "[Cwickies](#)" the latest in The CW's break from TV ad tradition
The CW is continuing its role as the ad lab of TV networks with the Aug. 10 launch of "cwickies," a series of 10-second spots for marketer [Electronic Arts](#). Unlike most networks, which have stuck by the 30-second spot for fear of raising the profile of one marketer over another, The CW believes its ads must be different to keep the attention of its young audience, according to this article. [AdAge](#), 7/30/07
- Clutter: MTV has 16 minutes and 9 seconds every hour of non-program" minutes per hour; ABC has 15 minutes and 38 seconds; Fox has 15 minutes and 10 seconds; CBS has 13 minutes and 51 seconds; [WSJ](#) 4/23/07. "At the end of the day, the ability of the average consumer to remember advertising 24 hours later is at the lowest level in the history of our business." [AdAge](#) 4/2/07
- Advertising stunt: Traffic was stopped as authorities investigated a bomb scare that turned out to be a guerrilla marketing campaign featuring 38 battery-powered displays promoting Cartoon Network "Aqua Teen Hunger Force." Authorities vowed legal action against Turner Broadcasting System. Police arrested at least one person who installed the signs. Boston Mayor Thomas M. Menino announced that **TBS** has agreed to reimburse the city and area municipalities and the transit system to the tune of approximately \$1 million to cover the cost of the official response to a perceived bomb scare,

set in motion by a guerilla-marketing stunt. **TBS** issued an apology for last Wednesday's marketing promotion that was perceived by authorities as a bomb threat, and agreed to pay \$2 million to Boston, adjacent cities, Somerville and Cambridge, and the state, for the costs of responding to the false alarm and to fund homeland-security awareness. The settlement absolves TBS and its guerrilla marketer, Interference, New York, of any criminal or civil liability. [Boston Globe](#), [Boston Herald](#), [Hollywood Reporter](#), [AdAge](#), 2/07

- Cutting through the clutter can create more clutter. Advertising professionals are split on the value of blanketing the consumer environment with marketing messages, from ads imprinted on eggshells and digital displays on elevators to ads projected on floors and sidewalks. While some believe the strategy of ubiquitous advertising is a necessary consequence of the media-fragmentation trend, others feel the saturation of advertising messages creates a kind of "sensory overload." [NYT](#) 1/16/2007
- A Baptist Church in Washington, it has been reported, has sold wall space in their bathrooms to Burger King, the rims of their collection plates to HP, and the backs of their pews to JollyTime popcorn. A pastor in Texas has reportedly paid \$500 a week to wear Tommy Hilfiger at the lectern. Colgate-Palmolive offers \$150 for a single reference to any of their products by clergy, requiring only a videotape showing the remarks being made to a group of 100 or more people. These religious and church examples have come from two newsletters; please note it would be problematic to accept corporate sponsorships, given the nonprofit status of a church. Maybe an exaggeration or just fun writing; illustrated the points.)
- Your Ad in Space: A team of students at the Massachusetts Institute of Technology is trying to raise at least \$500,000 to help fund a space-based research project, by selling tiny amounts of advertising space on the exterior of a spacecraft to be used in the mission. The project, called [Your Name into Space](#), invites individuals and businesses to purchase ads online. [The Boston Globe](#), 11/3/06
- McKinsey & Co. is telling major marketers in a new report that by 2010, traditional TV advertising will be one-third as effective as it was in 1990. It is estimating "a 15% decrease in buying power driving by cost-per-thousand rate increases; a 23% decline in ads viewed due to switching off; a 9% loss of attention to ads due to increased multitasking and a 37% decrease in message impact due to saturation." [Ad Age](#), 8/8/07
- The BooneOakley agency in Charlotte is turning North Carolina stoplight signs into pro-Obama ads. The agency printed up hundreds of black and see-through decals of the Obama "sunrise" logo that are sized to fit over the green circle in a stoplight sign. Make sense? The end result may be obvious to some, but not all passersby, depending on your speed. It's quite subtle. The decals are popping up on street signs throughout North Carolina, Georgia and Virginia, placed by agency staff and friends.
- US Airways is talking to several companies interested in placing ads on the airline's airsickness bags. It's part of an industry trend toward monetizing every inch of an airplane -- from selling blankets and pillows to placing ads on the backs of tray tables. [Miami Herald](#), 7/06
- Branded electrical outlets to travelers in Indianapolis International Airport that bear Chase's name and logo and the message: "This outlet works. Now you can too." The campaign, by local agency Bradley & Montgomery, is part of a growing trend in non-traditional outdoor advertising -- a market expected to grow 10% in 2007, to \$346.5 million.

Examples from A-Z (Advertising, Media and Sales Promotional Vehicles)

AdsOnFeet: At NYC's Grand Central Terminal encounter AdsOnFeet models, wearing vests with LCD TVs playing 5-second commercials.

Advergaming: Ad messages in web-based or video games. Entire game amounts to a virtual ad for a TV show/product/service.

Advertisers sponsor video games and sometimes they buy ad space integrated in them.

Advertising Specialties (promotional products)

Aerial Banners and Lights

Airborne signs, etc.

Airsickness Bags (US Airways is talking to several companies interested in placing ads on the airline's airsickness bags. It's part of an industry trend toward monetizing every inch of an airplane -- from selling blankets and pillows to placing ads on the backs of tray tables.

Air Banners, towing

Airplane: Menu, TV, tray tables, ticket jackets, magazine ads

Airport signage, including airport baggage carousels

Astroturfing: Advertisers pretend to be unaffiliated consumers and post misleading or false information; paying Internet users to post disingenuous positive product reviews

Augmented Reality (AR technology), consumers insert their own images into 3-D advertising landscapes

ATM Machine (print; video and audio) ads

Auto / Car "wraps"

Auto Part stores, in-store ads and spots

Baby Buggies
Balloons: Pepsi's thousand three feet Times Square balloons which featured the new logo on 1/09
Banners, web pages
Bar glass promotions
Barf Bags
Baseball bases, movie ``Spider-Man 2" at 15 major league ballparks
Basketball hoops and court (Fila in NY)
Bathrooms (Charminizing)
Beach Sand (Blanket-size impressions)
Beer glasses
Bellies of pregnant women (Golden Palace Casino)
Bicycles in Vienna (1,500 bikes, with ads, to ride for free in city.)
Bike Racks
Bins (Rolodex places ads inside the plastic bins at airport security checkpoints.)
Blimps
Blinks, one-second radio spots promoted as something that could be used between music tracks
Book Covers
Bottles (Messages in bottles. Large bottles containing life-size IKEA products found their way onto the St. Petersburg Pier Memorial Day weekend, 2009, promoting the newly opened IKEA in Tampa.)
Bridges
Building Walls/Sidewalks/Rooftops
Bulletins
Bus Shelters, Terminals, including heated Bus Shelters (Ten (10) heated downtown bus shelters were installed to bring to life the "Stove Top" promise of a warm feeling when eating a meal with stuffing as a side dish. The clever campaign was emblematic of what is known as experiential marketing, which has brought sounds and smells to bus shelters in addition to hot air.)
Buses, including bus-o-ramas or total bus signs (entire bus)

Cell phones and cell phone coupons
Catering Trucks
Chalkbot,(at Tour de France '09, Chalkbot's 40 characters of chalk lettering, drawn by a machine
Check cashing offices/stores
Checkout conveyor belts
Cheerleading events: Varsity Spirit, a cheerleading organization, to influential teen customers. Sampling events.
Cinema Advertising
Cleaner bags
Coasters
Coffee cup sleeves
ColorZip/Color Cam: Downloadable scanning software. Technology transforms user's mobile phone into a scanner that reads the barcode on soda cans. Text, images, videos are linked to barcodes and a web address that transfers content back to the user.
Concrete barriers
Content wraps: CW network is offering advertisers -- commercials with plot lines that will run in two-to-three-minute segments, across a night of programming
Convenience store light posts
Cows (Painted messages on the animals)
Cup Sleeves

Digital Outdoor
Displays on Military bases
Displays/College Campuses
Doctor Offices/Waiting Rooms
Drycleaner sleeves

Eggs (Laser imprinting slogans and logos, "egg-vertisements")
Electrical Outlets, with brand names
Electronic billboards or signs
Electronic Jumbo Trons
Electronically inserted into shows/sporting events
Elevators, Monitors and posters
Escalator Rails
Events, banners/signage

Fan cans, Bud Light beer cans decorated in college/university "school" colors
Fields/Farmland
Fish Wraps: Series "Deadliest Catch," the Discovery Channel network providing branded wrappers to 12 fish markets in Boston, San Francisco and Seattle.
Five-second spots, sold in clusters by network CW

Flogs: "Fake blogs" that purport to be objective, but are really designed to covertly promote a product
Flogos or flying logos, a form of aerial outdoor ads that consist of 2-by-3-foot artificial clouds made of a bubbly material shaped into a logo or brand icon. Skytypers deploy five airplanes to construct ads whose letters look like dotted clouds
Fortune cookie inserts
Freemium: Catchall term by venture capitalist Fred Wilson; web and mobile apps offering a free, ad-supported version of a product or service, and a paid, premium version.

Gas Pumps (Printed and Fueling Talker ads)
Gas Station posts, wrap around banners on protective padding, pumps
Giant Blimp: FAA has approved the A-170 lightship. It features a 70-by-30-foot LED display that can flash video advertising from a height of 1,000 feet, as it travels at 15 mph.
Golf carts
Golf Course signage
Grabb-it, cardboard grocery store item with coupon and handle, to hold plastic bags separately
Grafedia, E-mail addresses/keywords punched into certain mobile phones/e-mail account, retrieve corresponding images
Grocery Store Displays
Guerrilla Advertising: Major marketers like Volkswagen, Microsoft and McDonald's have used street theater, public art and attention-grabbing stunts to build buzz around a product or service. Such techniques were formerly the province of low-budget marketers who couldn't afford to pay for media.

Hair (Goodyear paid Piston's guard Richard Hamilton to braid his hair in a tire tread pattern. SI 2/2007)
Health Clubs
Horse racing, including ads on jockeys' pants
Hotel/Motel key advertising
Human foreheads (temporary tattoos)

Infomercials
Inflatables
In-flight ads
In-store
Internet
Interstitials
Intromercials (pop-ups)

Jockey clothes/Owner silks
Jumbotron/Big screen (For contacts, go to MLB.com)

Key Rings
Keycards for hotels, Kiosks in hotels
Kiosks
K9 Billboards

Lavatory advertising
Live spots (Live ads on Comedy Central- "We see it as the old-timey ad, the kind you hear on the radio all the time, where we just stand there and talk right to the camera, 'This is the product, and this is why it's great.'" .Advertising Age

Mall Advertising
Magazines
Manhole covers
Marine Vessels
Milk cartons (Used as billboards, in the early '80s, cartons showed pictures of missing children, but those campaigns have moved to the Internet. Dairies promote milk on packaging and have done campaigns for local brands and sports teams.)
Mobi-toons (animated short films on cell phones)
Mobile billboards
Money (NBC slapped stickers on \$100K one-dollar bills)
Movie Theatre advertising
Mr. Testicles, ran in the LA Marathon: "We want to catch their attention and get that message across in a clear and simple way - cancer, if it's caught early and treated, is curable."
Muffin Displays
Muzak

Napkins
Newspapers
Newspaper Bags

Office water coolers
On-Air promotional announcements
On-premise signs
Outdoor: 8-sheet, 24-sheet and 30-sheet posters, bulletins, and spectaculars
Out of Home (Schools, Airports, Hospitals, Sports Bars, Elevators)
Outfits promoting a company, i.e. Laker girls (*special uniform sponsorships*)

Paid emails (InBox Dollars)
Parking lot gate entrance/exit "arms"
Parking lot strips
Parking meters
Parking spaces/dividers
Parking tickets
Passport Declaration materials (Egypt forms sponsored by Vodaphone)
Pizza boxes
Painted vehicles
Plasma video screen on exterior buses
Podcasts/podcasting
Popcorn bags and containers
Pop-Tarts (Kellogg will print "Trivial Pursuit for Kids" questions on Strawberry Pop-Tarts using edible ink.)
Pop-ups
Postcards
Posters: 8-sheet
Pothole covers (Spray painting logos or messages on the repair patch; one example was "Refreshed by KFC")
Pringles potato chips (P&G will print promotional messages *directly on them*.
Product placements in movies and TV programs. Also called "Organic" Placements (4/2002, Revlon bought into storyline of All My Children).
Program Sponsorships

Radio (Drive Time, In-Office, In-store)
ReadyU: College "ambassadors" pitch P&G products. P&G program paying 100 college students to pitch brands including PUR, TAG deodorant and Herbal Essences hair-care items, at 50 colleges and universities. Students create their own marketing plans and work 15 hours a week. 9/09
Receipts
Recreation resorts
Remove and Lick/ "Lickable" ads (Welch's used technology from First Flavor
Report card jackets (McDonald's)
Rest areas

Rest Rooms, on walls, back of stalls, P&G has "Charminizing" program, GoWipes toilet paper rolls printed with ads, and GoWhizz splash guards, placed in urinals
Rx bags for the "Out of Practice" TV show launch

Scent strips (The California Milk Processor Board is trying a new tactic to entice potential milk customers by installing chocolate-chip cookie scent strips in several San Francisco bus shelters, which are also plastered with "Got Milk?" campaign posters. Retailers and food companies are increasingly using scent technology to heighten their brands.)
Scented Video Mirror. (Walk within three feet of mirror--perfume and video clip)
ShelfAds (store shelf device, plays advertising when it is triggered by shopper movement)
School Tests (Idaho teacher sold advertising on school tests/work sheets/ handouts)
Shopping Malls
Signs on Manhole covers/Sewer grates
Skytypers deploy five airplanes to construct ads whose letters look like dotted clouds
Space Ships
Song Lyrics (McDonald's paying to get Big Mac sandwich into Hip-Hop songs.)
Sponsorships (TV and Events)
Stadiums/Arenas
Stickers on apples/bananas/fruit
Street Blimps (national traveling billboards)
Store Receipts
Street Furniture (Bus shelters, bus benches, newsstands, news racks, kiosks, public telephones, shopping malls)
Subways, inside and outside of cars
Subway Turnstiles
Sugar packets
Supermarket/Stores: floor stickers, displays, carts, sampling, coupons, in store directory signs, instant couponing machines, in-store radio networks, take one offers, shelf talkers

Supertotals

Swimming Pool ads (Mandalay Bay Resort and Casino Pool for Discovery Channel)

Tattoos (including Trinidad/Hopkins fight - Hopkins had a tattoo painted on from a dot.com)

Taxi Cab tops (now in neon), windows, truck tops, exteriors, wheels

TV screens

Telephone Directories

Televisionals or televisional applications, Trying to classify, monetize or properly price video media across multiple platforms.

Theatre Advertising

Traffic signs

Thrillboards: Companies putting out a message that actually means something to the customer, and makes them want to buy right away. An example of an offline, urban thrillboard is Krispy Kreme's neon "Hot Now" sign, which turns on during certain hours of the day and night, and signals that doughnuts are fresh off the line. Krispy Kreme fans, triggered by the promise of instant gratification, will get their doughnuts super fresh. Another example is the twinkling "Gold Box" at the top right-hand corner of any Amazon.com page, which offers a number of tantalizing deals that are good for a limited time. Once you open the box, you have 60 minutes to decide whether or not you want to buy each item offered, after which time it expires.

T-Shirts (<http://www.iwearyourshirt.com/>)

Times Square billboard (**Nike** used a 23-story-high electronic billboard space on **Reuters** building to offer an interactive service that allows passersby to construct custom sneakers, using a mobile phone interface. A picture of the personalized shoe is then sent to the user for download along with a Web address through which the customized shoes can be purchased.

TiVo

Toppers (newspaper movie ad images)

Trade shows

Train cars or the entire train (brand train)

Transit (Buses, subways, railroad, rail, airports, truck sides, and taxis)

Transit Terminals

Tunnel advertising

Trees

Truck Ad

Truck Stop signs

Television shows (plots and products written into scripts)

TV

Urinals (a hockey puck with mesh wings, is sensitive to changes in light and has a tendency to go off with even the slightest bit of movement, which can prompt red flashing lights, crunchy guitar chords and a commercial announcement. Placement: in the urinals of public restrooms.)

Uniforms

Urinal ads, Jingle Singing. (But companies have been reluctant to having their logo urinated on.)

Vans (not the shoes, but you can put special words on Nike's)

Yellow Pages Directories

View Masters

Water Coolers (Billboards or ads around bottles)

Watermelons

Wal-Mart TV network (42" plasma screens, in store)

Web widget: gadget, badge, module, capsule, snippet, mini, flake, plug-ins. Used by bloggers, social network users, auction sites and owners of personal web sites.

Webisode (episode, with animation on the web)

Wild Postings

Wikitorial--a site for people who thought they could improve on a newspaper's editorials.

WIZ Radio, a pre-recorded audio production that plays in the restrooms of establishments.

"Word Play" campaign, it marketed the concept directly to employees. Bill Wyman, senior marketing manager for trademark Pepsi, calls Invertising (to be successful in the marketplace, company employees need to live and breathe the brand; involve the employees in the advertising on Google).

Zoos

Topics for our discussion:

1. "...consumers are ignoring traditional ads...advertisers have adopted the more is more approach...but the clutter is numbing consumers to all the messages." BusinessWeek 5/5/2008
2. One advertising and media company's mission "...is to bombard and overwhelm consumers with advertising and promotional messages as they go about their daily lives." Is too much too much?
3. Paid media: Everything is media; media neutral; media passionate. "We're artists who use media to connect with people; invite them into the brands we work for and the products we sell." Lee Clow, TBWA/Chiat Day
4. As the ATM has become a ubiquitous presence throughout U.S. culture, its users have been recognized as a massive and fertile audience. Its screen has increasingly been exploited to broadcast ads and various sorts of third-party direct-sales product and service offers. But those campaigns for things such as postage stamps and movie tickets have also tended to slow the machine that was originally designed to provide consumers with virtually instant access to their money on a 24/7 basis. In late 2006, in a move designed to outflank its competitors, JPMorgan Chase launched a campaign for its QuickChoice ATM service, which has eliminated ads and sales clutter in order to complete cash transactions in as little as 24 seconds.

Do you think JPMorgan Chase is correct -- that most consumers value speed over any other aspect of an ATM transaction? Or do you think the financial-services company is making a mistake as it circumvents a potentially lucrative venue for reaching its audience of bank-account owners with relevant ads and direct-sales offers?

5. Advertising to people in a way that they're not expecting, to amuse potential consumers, and to be playful with the messages.
6. Snapple, in fall 2006, completed a highly unusual radio buy in the Boston market, purchasing all of the advertising airtime on WFNX-FM, an alternative-music radio station. At a cost of more than \$2 million, Snapple was the only advertiser on the station for 40 days straight. Foregoing traditional 60-second spots, the station broadcast commercial-free, except to promote Snapple sample giveaways, Snapple-sponsored concerts and other Snapple-oriented events.
7. Daily consumers can only "really" see a small percentage of the 2,500-3,500 messages.
8. Traditional media is not working as well. i.e., Tivo and DVR.
9. Off limit areas: Churches, US Flag, Hospitals, body parts, National Monuments, Religious Ceremonies, Outer space? Others?
10. Helps you on marketing/advertising/promotion/media projects.
11. Any new ones???

Send me an email or a hard copy of new concept/ad or story at Londre@usc.edu, Londre@csun.edu, or LSL@Londremarketing.com.

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