

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

“As growing numbers of people skip TV and radio spots, ads continue migrating to unexpected places.” BusinessWeek 1/23/06

2/06: 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 2006, to \$346.5 million.

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.

Air Banners, towing

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

Airport signage, including airport baggage carousels

ATM Machine (print; video and audio) ads

Auto / Car "wraps"

Auto Part stores, in-store ads and spots

Baby Buggies

Banners, web pages

Barf Bags

Bar glass promotions

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)

Building Walls/Sidewalks/Rooftops

Bicycles in Vienna (1,500 bikes, with ads, to ride for free in city.)

Bike Racks

Blimps

Book Covers

Bridges

Bulletins

Bus Shelters, Terminals

Buses, including bus-o-rama or total bus signs (entire bus)

Catering Trucks

Cleaner bags

Check cashing offices/stores

Cinema Advertising

Coasters

Coffee cup sleeves

Concrete barriers

Convenience store light posts

Cows (Painted messages on the animals)

Cup Sleeves

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

Electrical Outlets, with brand names
Electronic billboards or signs
Electronic Jumbo Trons

Electronically inserted into shows/sporting events
Elevators, Monitors and posters
Events, banners/signage

Fields/Farmland
Fortune cookie inserts
Gas Pumps (Printed and Fueling Talker ads)
Gas Station posts, wrap around banners on protective padding, pumps
Golf carts
Golf Course signage
Grab-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

Hair (Goodyear paid Piston's guard Richard Hamilton to braid his hair in a tire tread pattern SI 2/2006)
Health Clubs
Horse racing, including ads on jockeys' pants
Hotel/Motel key advertising
Human foreheads (temporary tattoos)

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

Jockey clothes/Owner silks

Keycards for hotels, Kiosks in hotels
Kiosks
K9 Billboards

Lavatory advertising

Mall Advertising
Magazines
Marine Vessels
Mobi-toons (animated short films on cell phones)
Mobile billboards
Money (NBC slapped stickers on \$100K one-dollar bills)
Movie theatre Advertising
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*)

 Parking lot gate entrance/exit "arms"
 Parking lot strips

 Parking meters
 Parking spaces/dividers
 Parking tickets
 Pizza boxes
 Painted vehicles
 Plasma video screen on exterior buses

 Podcasts/podcasting
 Popcorn bags and containers
 Pop-ups

 Postcards
 Posters: 8-sheet

 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)
 Receipts
 Recreation resorts
 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

 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)
 Shopping Malls
 Signs on Manhole covers/Sewer grates
 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
 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 with seven channels in
England Telephone Directories

Theatre Advertising

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.

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

Topics for our discussion:

- 1. 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."**
- 2. Advertising to people in a way that they're not expecting, to amuse potential consumers, and to be playful with the messages.**
- 3. Daily consumers can only "really" see a small percentage of the 2,500-3,000 messages.**
- 4. Traditional media is not working as well. i.e., Tivo and Ultimate TV.**
- 5. Off limit areas: Churches, US Flag, Hospitals, body parts, National Monuments, Religious Ceremonies, Outer space? Others?**
- 6. Helps you on marketing/advertising/promotion/media projects.**
- 7. Any new ones???**

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