

Advertising, Media and Sales Promotion Vehicles

Ambient/Out of Home/Alternative Media

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Examples from A-Z (Advertising, Media and Sales Promotional Vehicles). I have conducted marketing, advertising and media presentations with hundreds of examples from dozens of countries illustrating these multiple media examples.

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There is always something new.

How about all of the Retail Media networks?

How about an outdoor board which smells like French fries. McDonald's used their French fries and an outdoor board with a ventilation system. The advertising on the spectacular Sphere in Las Vegas? According to reports and the media, the Sphere offers advertising on its expansive 1.2 million LED lights screen at a staggering rate of \$450,000 per day or \$650,000 per week, much higher for peak days and weeks. Lexus was their New Year's 2025 exclusive advertiser.

For more than 41 years I have reviewed and presented the creative for Super Bowl spots.

Some Marketing/Promotional/Media topics, concepts, subjects and thoughts to think about. Discuss. Act upon for your brand, client, agency or association. I make marketing, advertising and media presentations with hundreds of examples from dozens of countries (have been to 105 countries which includes seminars on marketing, advertising and media, illustrating these multiple ad and media examples.

"People," in the 9P's of Marketing is a marketing term, while audience or media audience is an advertising or media term. Think TV and radio spots, plus ads, both digital and print. Retail media networks are exploding in revenue and advertisers.

I like showing and listing media options to take client and advertising agency's creative into the stratosphere by finding creative ways to reach audiences.

What's your favorite ad on the web? 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 on the internet.

Ads have been on apples, eggs and watermelons. On ships. Hundreds of unusual places. Another revenue stream? Saw a report that Lyft and Uber were going to be promoting or "selling" with ads in the cars or autos of the drivers. You can't drive the freeways in Los Angeles and cities without seeing accident attorneys.

Another example of ads continuing to migrate to unexpected places.¹ These advertising and media examples, words and others were the key reasons why I started this list 30+ years ago. Advertisers are trying lots of ways to target people who may not really see the ads (they may be too small on a smartphone), they are multi-tasking, fast-forwarding through TV spots, ignoring print ads or there's too much clutter.

How about paying to stream programming and avoiding all ads? Or cinema advertising says viewers need bigger screens to promote their movies and advertising in theatre.

I remember media planning and research going back to my first year of teaching, 1975, or my first year at USC:

- One of my least favorite: Airlines were approaching and securing media deals with several companies interested in placing ads on the airline's airsickness bags. Plus, the trays. It was part of an advertising and media industry trend toward monetizing every inch of an airplane -- from selling blankets and pillows to placing ads on the backs of tray tables.

The proliferation of ads surely has permeated more and more surfaces and overall advertising campaigns.

Consumer advertising is changing and shifting, as the digital devices and media evolve, so too for client advertising strategies. Advertisers continue to search for channels, ways and outlets through which to reach select target markets/audiences with impactful marketing planning and advertising execution.

Anyone who has two eyes, shops at retail, on a smart phone, pauses programming on DIRECTV or Spectrum, drives around the city, uses a computer or watches TV regularly may already know this: Commercial clutter is at an all-time high.

The variety of media options for placing miscellaneous alternative ads appears endless.

The global digital advertising market is projected to reach \$1.1 trillion by 2030, growing at a compound annual growth rate (CAGR) of 11.0% from 2024 to 2030, according to Market Research Reports.

The US digital ad market is expected to reach \$490 billion by 2029.

What are the global drives and factors:

Several factors are contributing to this growth, including:

- Going Digital: A significant portion of advertising budgets is moving from traditional media to digital platforms.
- Retail Media Networks: Retailers are investing heavily in advertising on their own platforms, with retail media expected to reach \$63.5 billion by 2028.

¹ From Adweek: About media planning: "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."

One advertising and media company's mission "...was to bombard and overwhelm consumers with advertising and promotional messages as they go about their daily lives." When is too much, too much?

The variety of options for placing miscellaneous alternative ads appears endless. Advantages include: Awareness and attention, cost efficiencies, targeting. Disadvantages include Irritation and wear-out. How about annoying?

From NYT: "The theory is that they should be jolted." Atlantic magazine advertising in muffin displays.

From Economist advertising on pizza boxes, using game of Twister."

Advantages include: Awareness and attention, cost efficiencies, targeting. Disadvantages include Irritation and wear-out.

- Connected TV (CTV): CTV ad spending is also growing rapidly, with a forecast of \$24.4 billion by 2028.
- Education Sector: The education industry is experiencing a surge in digital advertising due to the rise of online learning.

Key Segments:

The US digital ad market is dominated by a few key segments:

- Retailers are the largest spenders, accounting for 15% of digital ad spending.
- Entertainment and Financial Services: These sectors also contribute significantly to digital ad spending.
- Paid Search and Social Media: These are major components of the digital advertising landscape.
- Video Advertising: In 2026, global video ad spending is projected to reach \$267.98 billion. (emarketer.com; statista.com; oberlo.com)

Digital advertising is expected to account for a larger percentage of total ad spending in 2026, with some projections estimating that it will make up over 60% of the total.

As the number of these miscellaneous alternative ad efforts increases, there is a potential to lose the uniqueness associated with them.

- For Super Bowl advertising in 2026, 30-second spots have hit \$266,667 per second or \$8 million which doesn't include creative, production or celebrities.
- 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. Add the impressive advertising on the Speres which are not only in Las Vegas. 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](#)
- Once in a while, a sales group will say they will cut back on advertising spots in their programming. But it seems like a PR stunt. For example, promoted and sold to media buyers: [NBCUniversal](#) was taking a less-is-more approach to the economics of TV. It intended to cut the number of ads in its commercial pods during original primetime programming by 20%. They operate NBC, Telemundo, USA, MSNBC and E!, among other TV networks, trimming their commercial loads in more than 50 original primetime shows.
- Advertising stunt, one of the craziest and scariest: Traffic was stopped as authorities investigated a bomb scare that turned out to be a guerrilla marketing campaign featuring 38 battery-powered displays promoting the Cartoon Network's "Aqua Teen Hunger Force." Authorities vowed legal action against Turner Broadcasting System. Police arrested at least one person who installed the signs. Boston's mayor announced that TBS 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 their 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 absolved TBS and its guerrilla marketer, Interference, New York, of any criminal or civil liability. [Boston Globe](#), [Boston Herald](#), [Hollywood Reporter](#), [AdAge](#), 2/07
- Want to add another screen and possibly more advertising? You may have seen new car dashboards meant to let a smartphone power a car's center screen for tasks such as navigation, communication and music apps, talking to the car and the car's driver. All constantly talking to the cloud. And to the driver.
- Daily consumers can only "really" see a small percentage of the 2,500-3,500 messages.
- Forty days of advertising, in a row: one radio station: In '06, Snapple completed a highly unusual radio buy in the Boston market, purchasing all 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.

- In the '50's the Sahara Hotel built a swimming pool with a billboard (called a "spectacular in the ad trade") which included a forty-foot hourglass figure or dancer, a giant silver dollar, bathing beauties swimming and diving into the pool on Sunset Blvd. in West Hollywood. Even Red Skelton dove into the pool to promote his upcoming engagement in Las Vegas. West Hollywood to Las Vegas, about 280 miles. The live models would have been illegal in the city of Los Angeles, a few miles away.
- We are seeing more and more dollars going digital, as an example. "This environment could actually provide the ability for more innovation and opportunities to do the never-been-done before." "For marketers, ...after experimentation and changing channels... they ..are shifting dollars to different ad platforms where there could be a better return on investment..." [Adweek](#)
- Toasters used to promote to mommy bloggers: Wunderman Brazil sent influential mommy bloggers who write about family, children and health a special package. Along with a portion of Actimel, Brazilian bloggers received customized toasters that imprinted the words, "Have you had your Actimel today?" onto bread.. [Mediastatic.com](#)
- For years, when I ask a class who sponsored the Super Bowl Halftime Show, the majority of students do not have a clue. Pepsi was the sponsor of the Super Bowl halftime show for ten years, from 2013 to 2022. They ended their sponsorship after Super Bowl LVI. Apple Music will be the sponsor for the halftime show in '26, started in 2023.
- The Pepsi brand was all over "The X Factor:" PepsiCo took center stage when Simon Cowell's "The X Factor" singing competition made for its Fox network. As the show's lead sponsor -- having spent up to \$60 million for that title -- the company has been integrally involved in the show's production, according to Cowell. Pepsi logos will be prominently displayed on the set, and the show's winning songster appeared in a Pepsi spot aired during the Super Bowl.
- Another short lived example. Trim ad minutes to hook viewers on new shows: ABC adopted 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](#)
- Hyundai kept 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](#), 9/09
- We are seeing more hard liquor on broadcast tv. "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." Parents Television Council 2/09
- Elections: Both presidential political campaigns spend more on digital. Trump's campaign spent less on Meta platforms (including Facebook and Instagram) compared to the campaign of Biden/Harris. Between September '23, and (Election Day '24): Trump's campaign spent \$24 million on Facebook and Instagram, while the Biden-Harris campaigns spent a combined \$140 million, a ratio of about 6-to-1.

It's important to note that Trump's '24 campaign appears to have shifted its digital strategy compared to the previous campaign. Instead of relying heavily on Facebook, his campaign reportedly utilized a highly targeted approach that leveraged streaming services, behavioral analytics, and microtargeting to reach persuadable voters ("People," under my 9P's). Research suggests that Trump's campaign also focused on engaging influencers and platforms like X (formerly Twitter). Their media planning and execution reflected a recognition of the evolving media landscape and the decreasing effectiveness of traditional political advertising.

- First election ad play with video games: Target hard-to-reach young adult men, the presidential campaign of Obama had 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](#) (10/08)

- 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, 02/08
- ["Cwickies"](#) the latest in The CW's break from TV ad tradition
From the press release, CW launched "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, CW believes its ads must be different to keep the attention of its young audience, according to this article. [AdAge](#)
- Your Ad in Space: A team of students at MIT tried to raise at least \$500K 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](#), invited individuals and businesses to purchase ads online. [The Boston Globe](#), 11/06
- The BooneOakley agency in North Carolina used stoplight signs for 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 passing by, depending on your speed. It's quite subtle. The decals were popping up on street signs throughout North Carolina, Georgia and Virginia, placed by agency staff and friends.
- 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 was part of a growing trend in non-traditional outdoor advertising.
- Toilet paper printed with advertisements in the bathrooms of the Port Chester-Rye Brook, NY public library. Really?

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. An entire game may amount to a virtual ad for a TV show/product/service. Advertisers sponsor video games and sometimes they buy ad space integrated into them.

Advertising Specialties (promotional products)

Aerial Banners and Lights

Airborne signs, etc.

Airsickness Bags, part of monetizing every inch of an airplane -- from selling blankets and pillows to placing ads on the backs of tray tables.

Air Banners, towing

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

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 their new logo on 1/09

Banners, web pages

Bar glass promotions

Barf Bags

Baseball bases, movie ``Spider-Man 2" at 15 major league ballparks

Baseball rain tarps

Basketball hoops and court (Fila in NY)

Bathroom ads (Charminizing)

Beach Sand (Blanket-size impressions)

Beer glasses
Bellies of pregnant women (Golden Palace Casino)
Bicycles, with ads, to ride for free in the city. I have many city and country examples.
Bike Racks
Bins (ads inside and outside the plastic bins at airport security checkpoints, beaches, parks.)
Blimps
Blip, little digital billboards
Blinks, one-second radio spots promoted as something that could be used between music tracks
Boat advertising
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.)
Boxing- ring skirts and ring posts
Bridges
Building Walls/Sidewalks/Rooftops
Bulletins
Burger buns (college football team logos stamped onto burger buns by Sonic)
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)

Carpeting
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 a 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/Zarf

Dashboard/Ice Rinks
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, TV 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.

Fitness Centers with posters and TV advertising

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, McDonald's and others 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.

Heat sensitive outdoor/billboards/OOH opens up, gives patrons containers for milkshake-like beverage, at McDonald's.

Health Clubs

Horse racing, including ads on jockeys' pants, clothing

Hotel/Motel key advertising

Human foreheads (temporary tattoos)

Infomercials

Inflatables

In-flight ads

iPads

In-store

Interactive billboard/OOH (Burt's Bees combines coupon offer with peeling billboard, an interactive billboard for its Intense Hydration line of skin softeners by using 1,300 tiles of removable \$3-off coupons. As Minneapolis passers-by removed the coupons, the image of a woman's face changes from flaky skin to a smooth look.)

Interstitials

Intromercials (pop-ups)

Jail-booking area TV spots ("captive ads" from Metrodata Services for defense attorneys and bail bond companies)

Jockey clothes/Owner silks

Jumbotron/Big screens

Key Rings

Keycards for hotels, Kiosks in hotels

Kiosks

K9 Billboards (with dogs)

Lavatory advertising, part of my presentation at Loyola Law School for 14 years has been slides. One brand calls it "Charminizing."

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.' Adage

Mall Advertising, posters, audio and TV advertising

Magazines

Magazine Cover ads

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 spectaculairs

Outdoor board with smells. McDonalds used a ventilation system with their French fries.

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 ads

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

Place-based, including TV and other advertising vehicles at Wal-Mart, Costco, Best Buy, health clubs, Sam's Clubs

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.

Program Sponsorships

Radio (Drivetime, In-Office, In-store)

Railroad cars, used to promote the circus

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)

Restaurant place mats

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

Retail Media Networks (RMN) with include websites, apps, instore and digital

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 or Shelf Ads (store shelf devices, plays advertising when it is triggered by shopper movement)

School Tests (Idaho teacher sold advertising on school tests/work sheets/handouts

Shoes, special words on Nike's)

Shopping Malls

Signs on Manhole covers/Sewer grates

Skytypers deploy five airplanes to construct ads whose letters look like dotted clouds

Skin ads, Show Palace, a NYC strip club, advertisements placed on strippers' bodies in three-day intervals

Smartphones

Spaceships

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

Swimming pool with models (In the 1950's the Sahara Hotel built a swimming pool with a billboard which included bathing beauties swimming and diving into the pool on Sunset Blvd in West Hollywood. Even Red Skelton dove into the pool to promote his upcoming engagement in Las Vegas. West Hollywood to Las Vegas, about 280 miles.)

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

Supertitials

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

Televisuals or televisual applications. Trying to classify, monetize or properly price video media across multiple platforms.

Thirteen- hour promotional spot for Arby's (5/2014)

Theatre Advertising

Traffic signs

Thrillboards or Thrill Boards:

- 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 thrill board: 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

Toast

Toasters

Toilet paper

Toasters

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 ads

Truck stop signage

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, not surprisingly, have been reluctant to have their logo urinated on.)

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

Yellow Pages Directories

Videogame ads

View Masters

Water Coolers (Billboards or ads around bottles)

Watermelons

Wal-Mart TV network (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

Wrap-around ads on vehicles.

Zarf (Coffee cup sleeves with advertising)

Zoos/Advertising at 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."
2. Paid media: According to the agency TBWA/ Chiat Day, "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."
3. Advertising to "People," one of my 9P's, as in targeting, in a way that they're not expecting, to amuse potential consumers, and to be playful with the messages.
4. Different types of audiences, "People," in the 9P's of Marketing is a marketing term, while audience or media audience is an advertising or media term.
5. As the number of these miscellaneous alternative ad efforts increases, there is a potential to lose the uniqueness associated with them.
6. It's been reported from a study by the Media Behavior Institute: Think about this.
 - The media habits of media planners and buyers are different from average consumers.
"Industry pros have remarkably different personal media consumption habits than those they

buy and plan for, potentially influencing the way they see the media world." It was reported that media pros spend 53% of their day interacting with email versus 20% for the general population. The media pros also spend 28% on the web versus 15% for average consumers. Plus, they are only half as likely as the average consumer to listen to radio and radio spots.

7. What do you feel about McDonald's advertising on student report card jackets? Really?
8. Promoted directly to your own employees. It's been called "Invertising." Employees need to live and breathe the brand. I would put this practice under People, Presentation and Passion, under my 9P's of Marketing.
9. We can talk about how little you need an ATM. As the ATM became a ubiquitous presence throughout U.S. culture, its users had been recognized as a massive and fertile audience. Its screens were increasingly 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 are gone.
 - 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. Smart, at the time.
10. Are these off limit areas: Churches, US Flag, hospitals, body parts, National Monuments, Religious ceremonies, Outer space? Others?
11. The City that said "No to Advertising:" São Paulo, the Clean City: The "Clean City" law passed by Mayor Gilberto Kassab stripped the Brazilian city of all advertising.
 - I first started following this nearly 28 years ago. I have now been to 105 countries and I have never seen a city with more graffiti. This was in fall 2016.
 - For tourists, visitors and for citizens, the city started to allow graffiti art. That art can be defined in multiple ways.
 - After a period of zero tolerance, it is believed that advertising, albeit in a far more regulated form, started to creep back into the city, either as a result of legal challenges, a change in administration, or compromises between media owners and the city.
 - Flyposters, hand-lettered signs and club flyers will remain banned while international ad campaigns for global brands on city-approved poster sites "may return."

For your marketing/advertising/promotion/media projects.

Any new ones???

Send me an email or a hard copy of new concept/ad or story to LSL@LondreMarketing.com

I make marketing, advertising and media presentations with hundreds of examples from dozens of countries, illustrating these multiple ad and media examples.

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