

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

Londre Marketing Consultants, LLC

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

**Some Marketing/Promotional/Media topics, concepts, subjects and thoughts to think about.
Discuss. Act upon for your brand, client, agency or association.**

“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.

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.

Another example of ads continuing to migrate to unexpected places.¹ These advertising and media examples, words and others were the key reasons on why I started this list 25+ years ago.

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.

Advertisers are trying lots of ways to target people who don't really see the ads (they may be too small on a smartphone), they are multi-tasking, fast-forwarding through TV spots, ignore print ads or there's too much clutter. How about paying to stream programming and avoiding all ads?

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, 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.

Digital ad spending is more than 61% of all media spending (Statista Research, Oct 18, 2022).

From Statista, 2023 on 1/4/23:

- "Revenue in the Media market is projected to reach US\$1,314.00bn in 2023.
- The market's largest segment is TV & Video with a market volume of US\$702.60bn in 2023.
- In global comparison, most revenue will be generated in the United States (US\$457.00bn in 2023).
- In the Media market, 54% of total revenues will be generated through digital media in 2027.

The United States is the largest digital advertising market in the world, boasting the highest revenue in 2021. About six out of ten dollars invested in ads in the country were devoted to digital advertising. Internet advertising spending in the U.S. was projected to grow in the next few years, with sources expecting it to reach \$200 Billion by 2025."

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

- 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
- From 2019: NBCUniversal is taking a less-is-more approach to the economics of TV. It intends 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 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's mayor 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

- Want to add another screen and possibly more advertising? 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.
 - Dealerships around the country will begin selling vehicles capable of running Android Auto, Apple CarPlay, or both. NYT
- Daily consumers can only "really" see a small percentage of the 2,500-3,500 messages.
- Forty days of advertising, in a row, one 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 to 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, a year of experimentation and changing channels... 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
- 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. Media Creativity: <http://www.mediapost.com>
- The Pepsi brand was all over "The X Factor:" PepsiCo took center stage when Simon Cowell's "The X Factor" singing competition made 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.
- 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
- Marketer 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, 9/14/09
- "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." Parents Television Council 2/09
- 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

- "Cwickets" the latest in The CW's break from TV ad tradition
From the press release, CW launched "cwickets," 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 the Massachusetts Institute of Technology 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, 11/3/06
- The BooneOakley agency in Charlotte turned 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.
- 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. 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, 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 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

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 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 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

Dasherboard/Ice Rink
 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

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

Intracommercials (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

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

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 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 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

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
 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
 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
 Supertittials
 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 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, not surprisingly, 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

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.

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. Advertising to "People," one of the 9P's, in a way that they're not expecting, to amuse potential consumers, and to be playful with the messages.
3. 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."
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. From a study by 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. "Word Play" campaign, it marketed or promoted 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. Another example many companies including Google are targeting their own employees.
9. 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.
 - 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?
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 ten years ago. I have now been to 92 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, will start 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. It has.
 - Already, the council had stated that it would like to see the introduction of approved street furniture such as bus stops, which may well carry ads.
 - As these will no doubt be for the major brands that can afford such lucrative positions, a more sterile, bland visual environment may replace the vibrant, if chaotic streets of the past.
 - 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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