



# SPOTLIGHTING\*

OVER 45 MARKETS!

The GoMobile Advertising Monthly Update | July 2007

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## GoMobile and Miller Beer: A Successful Test of Miller Chill Paves the Way for National Rollout

Ryan Moss | GoMobile Advertising | 7/07

SEATTLE – Miller Brewing Company's newest product, Miller Chill, launches nationally throughout the next two months after a highly successful spring test market. Miller Chill, an American take on the popular Mexican chelada, is the only light beer brewed with a hint of lime and a pinch of salt.

Miller Chill was introduced in five markets in early March. In the San Diego market, the marketing plan included a newer form of advertising; a mobile display built into the rear of a box truck that included a sandy beach and large lit inflatable bottle. Designed by Y&R in Chicago, the campaign was implemented by GoMobile Billboards of San Diego. This portion of the campaign sparked almost immediate interest within the advertising community, and was picked up by Jeff Gardiner, the Marketing Manager for Miller's Northwest division, who was excited about replicating the campaign in Seattle. GoMobile Advertising, the Seattle-based out-of-home PR and promotions firm, brokered the deal through their national affiliate network of over 45 operators.

"Potentially, this campaign could be replicated in all of Miller's major markets," said *(Continued on Page 2)*



*Larger Than Life:* The truck's interior has been made to look like a beach scene.

# Features (Continued)

## Early Risers: T-Mobile and GoMobile

Marcie Seely | GoMobile Advertising | 7/07

After an exciting end to our KFC campaign, GoMobile Advertising took to the streets for a national T-Mobile promotion. The GoMobile Street Team, which included a branded Segway, headed to the downtown Seattle streets to assist with T-Mobile's HotSpot giveaway. T-Mobile handed out free Hotspots, Samsung phones, and complimentary service for one year to the first 100 people in line who showed up in



T-Mobile store to provide entertainment to the crowd. The event provided great exposure for GoMobile Advertising as well as opportunities to continue to grow as a company and expand into new arenas.

**GMA**

## Miller Chill (Continued from front page)

Mike Seifert, National Vice President of Sales for GoMobile Advertising. "Combined with Miller's other advertising efforts, its unstoppable guerilla marketing on a large scale, which really compliments the traditional model."

The campaign will run through the end of August, and Gardiner is confident that it will be a success. "We've been trying to ramp up distribution within the first 30 days of the launch of Miller Chill in Seattle," said Gardiner. "The mobile vehicle with GoMobile is a great way to target specific areas where we are looking to drive awareness and generate word of mouth for the brand."

**GMA**



*It's in the Details:* Outfitted with grasses, a hammock, sand, a palm tree and a bowl of limes, GoMobile brings the beach to you.



# "Back By Popular Demand" Sales and Marketing from the Corner Office

Hey!

Summer is sizzling, but its time to chill with Miller. We are excited about the launch of our partnership with Miller Chill, a new product from Miller Brewing Company (Give it a try! After extensive testing at GoMobile Headquarters we gave it two thumbs up). The inside-the-box Mexican cabana and beach scene is the perfect place to be seen this summer (party-rentals are available: contact Ryan Moss). Also on the scrolling mobile front, we move our showroom display from Sacramento to Portland and Seattle for Safeco Insurance's "What Matters to You" campaign which will run through August.



The inside-the-box party continues here in Seattle, creating a Caribbean Rhum Bar atmosphere with Marazul, one of Seattle's hottest new restaurants (check out the Tunapica Lollipops Sushi; our favorite – forward this e-mail to Jennianne at [jeckhaus@gomobileadvertising.com](mailto:jeckhaus@gomobileadvertising.com) for a chance to win a \$50.00 Gift Certificate to go try it!).

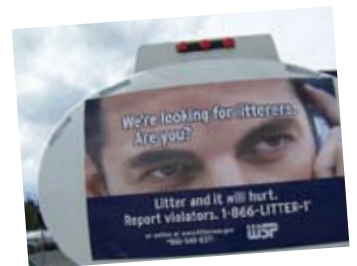
Our statewide campaign in Washington is still going strong for the Department of Ecology, utilizing the tails of mobile fuel trucks that provide coverage at Costco, Safeway, Arco and Chevron locations, to name a few. Our two-wheeled electronic segways have provided coverage at Seattle's largest events for our clients KFC, T-mobile (10-market campaign), and LandMark on the Sound Retirement Community. So whether it's eye-catching, scrolling, beach parties, roman chariot shielded Segways, or massive 450-foot fuel tankers, GoMobile Advertising exceeds the expectations of its mission of creating emotional connections with consumers. Our community efforts continue with Crime Stoppers in Seattle and Tampa, Partnership For a Drug Free America, and partnerships with our clients such as KFC, where this month we provided over 70 Chicken and Biscuit bowls to the South Seattle Community Center.

And finally, our footprint in the Northwest continues to grow with the addition of scrolling mobiles in Bellingham and Everett, Boise, the Tri-Cities, and Portland. Nationwide, we are happy to report that we now provide coverage in 45 markets and have 75 scrolling mobiles available for your marketing needs.

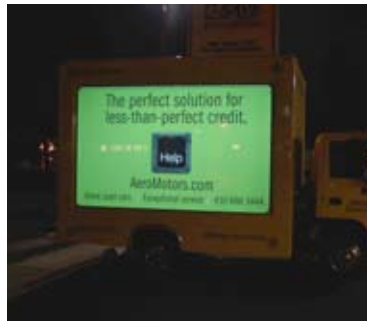
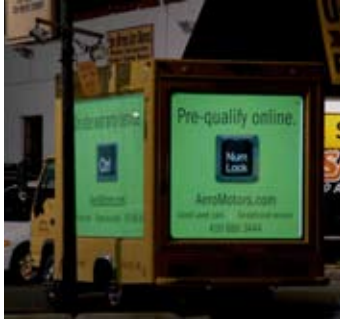
GoMobile Advertising's mission is to provide branding, promotions and community...so no matter what your budget, let's create some cool marketing together. Enjoy your summer!

A handwritten signature in black ink, reading "Mike Seifert".

Mike Seifert, VP of Sales, GoMobile Advertising



# Rolling Through America: Affiliate Photo Gallery



Affiliates of the month: *Above:* Our friends at InMotion Advertising insisted on 6 billboards and good creative, resulting in great design. *Below:* FastTrack Mobile Media at a trade show in Las Vegas with their Bridal Mobile Display. And yes, that really is Tom Jones-- we know you were wondering.



## About GoMobile Advertising

GoMobile Advertising offers several unique alternatives to traditional print, radio, television and outdoor advertising to deliver results on-air, online and on premise. With a mission to break through clutter while focusing on branding, promotions and community, GoMobile is shaking up the advertising world through its leadership in non-traditional media. For a sales kit or more information about GoMobile Advertising, please contact Mike Seifert at [mseifert@gomobileadvertising.com](mailto:mseifert@gomobileadvertising.com) or call 253-266-2164.

To receive our newsletter each month, please email Mike Seifert at [mseifert@gomobileadvertising.com](mailto:mseifert@gomobileadvertising.com).

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