



# SPOTLIGHTING\*

OUR BIGGEST ISSUE!

The GoMobile Advertising Monthly Update | August 2007

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## Safeco Renews in Seattle

The Sacramento and Portland Campaign Continues

SEATTLE - Seattle-based SafeCo Insurance, represented by local agency Copacino + Fujikado, recently decided to extend a campaign that began early spring in Sacramento and worked its way up the West Coast, stopping in Portland and finishing in the Puget Sound region. **GMA**



What Matters to You? Asks the Creative Team at Copacino + Fujikado

## Honey, Grab the Sofa, We're Going Downtown GMA Negotiates Five-Deal Contract with IKEA of Seattle

Ryan Moss | GoMobile Advertising | 8/07

SEATTLE - When was the last time someone took a picture of your advertising? In what has recently become an annual tradition, IKEA of Seattle has launched their second mobile living room campaign with GoMobile Advertising, for the much anticipated arrival of the 2008 IKEA catalog, marking the fourth collaboration between IKEA and GoMobile Advertising to date.

The campaign features a 3D display of the 2008 IKEA catalog cover, complete with a bookcase, couch, coffee table, and accessories, and has already been captured on the memory cards of hundreds of cell phones and cameras in the Seattle area. Be sure to check out the scrolling billboards

on the vehicle featuring various IKEA catalog items. The mobile living room



The IKEA 2nd Annual Team Photo

started August 6, 2007, hitting major cities in the greater Puget Sound region, and will run through Labor Day weekend finishing off a 60 day run with Bumbershoot, Seattle's world famous arts

See IKEA, page 4

# Features (Continued)

## Bakugan Battle Tour Fights Thru Canada

Will Kozma | GO Mobile Media | 8/07

TORONTO, CA - GO Mobile Media (GMM) and Showbiz Marketing is happy to announce that the Bakugan Battle Tour continues to be a huge success as it makes its way across Canada.

The 11 week tour which began in early July supports Spin Master Toys launch of its Bakugan - Battle Brawler board game. The new toy, which features magnetic marbles that release enclosed transformers when they collide, is being demonstrated directly at GMM vehicles at various festivals, events and entertainment venues. The team which is also visiting participating retail partners such as Wal-Mart and ToysRus will be distributing over 100 000 toy samples during the course of the campaign.

Fueled by 2 teams of 8 promotional field reps and 4 regional field supervisors, the program features 2 fully wrapped vehicles, 30 scrolling billboards and 6 "battle arena" tables on each vehicle that allow the kids to do battle with their friends directly at street level. The tour also ties in the Bakugan TV show which is airs on the Teletoon TV network in Canada and will soon be seen on Nickelodeon in the US.

To channel kids to the TV show, GO Mobile Media constructed two 15 foot inflatable "Dragonoid" characters that appear to be bursting out of the trucks' box and peering down at the kids as they come by to receive a toy sample. "This is one of the largest multi vehicle and city campaigns

## LUV - is in the Air, On the Streets for Southwest Airlines

Ryan Moss | GoMobile Advertising | 8/07

SAN FRANCISCO BAY AREA - It's a bird...it's a plane...no, it's a truck?! Actually it is Southwest Airline's newest advertising campaign. Southwest Airlines, Lime Media and Bay Area Mobile Media (BAMM) recently joined forces to promote the new "LUV is in the Air" campaign, helping to announce Southwest's new service from San Francisco with Non-stop flights to Chicago, Las Vegas and San Diego beginning August 26th.

Through the use of branded Segways, Scooter-Squads, and a graphic wrapped fleet which includes a GoMobile Ad Vehicle with interior display, Southwest is making sure that SFO's financial district and outlying areas, knows of this new service.

With an incredibly colorful design the creative features a psychedelic late 1960's feel with airplanes near the top of each side bill-

*See LUV, page 3*



we have executed with our GO Mobile Media vehicles and once again find ourselves incorporating many different media elements in order to get our promotional message across" **GMA**



# Features (Continued)

*Luv is in the Air* (Continued from page 2)

board and extensions for the tail fins on top of the roof. The interior of the vehicle features airline seats, where the public can come in, sit and drink their free coffee while crewmembers shine their shoes. Street teams accompanying the vehicles sport tie-dyed t-shirts and perform random acts of kindness, like going into a Starbucks and buying everyone's coffee. At other stops anyone can get a free chair massage and receive some free peanuts!

"Every event has been so much fun with a great response from both the employee populations and city workers (police, bus drivers, etc)

The Summer of Luv is a hit!" said Mandy Montoya, COO & Partner of BMM. "It's such an interactive medium. You see people pointing and staring for several minutes...most every time they will pull out their camera or cell phone and take pictures. The validation is huge."



The campaign runs for 30 days and will focus on hitting the financial district and airport of San Francisco, where advertising is difficult and expensive! The Truck ad will conclude with an event at Peete's Coffee at 3rd and Mission on August 31st, where visitors can get their shoes shined while enjoying free coffee and pastries. The 'Scooter Squad' will finish out the Labor Day weekend. There is already talk of extending the campaign down in L.A. **GMA**

## The Word - News Tips from Nancy Juetten

Excerpted from MediaCollege.com | 8/07

### What Makes it Newsworthy?

Five factors are hugely important to ensuring your news will make it past the front desk. A good story will perform well in at least two areas.

### Timing

The word news means exactly that - things which are new. Topics which are current are good news. Consumers are used to receiving the latest updates, and there is so much news about that old news is quickly discarded. A story with only average interest needs to be told quickly if it is to be told at all. If it happened today, it's news. If the same thing happened last week, it's no longer interesting.

### Significance

The number of people affected by the story is important. A plane crash in which hundreds of people died is more significant than a crash killing a dozen.

### Proximity

Stories which happen near to us have more significance. The closer the story to home, the more newsworthy it is. For someone living in France, a major plane crash in the USA has a similar news value to a small plane crash near Paris. Note that proximity doesn't have to mean geographical distance. Stories

from countries with which we have a particular bond or similarity have the same effect. For example, Australians would be expected to relate more to a story from a distant Western nation than a story from a much closer Asian country.

### Prominence

Famous people get more coverage just because they are famous. If you break your arm it won't make the news, but if the Queen of England breaks her arm it's big news.

### Human Interest

Human interest stories are a bit of a special case. They often disregard the main rules of newsworthiness; for example, they don't date as quickly, they need not affect a large number of people, and it may not matter where in the world the story takes place.

Human interest stories appeal to emotion. They aim to evoke responses such as amusement or sadness. Television news programs often place a humorous or quirky story at the end of the show to finish on a feel-good note. Newspapers often have a dedicated area for offbeat or interesting items. **GMA**

# Features (Continued)

## Advertisers are Takin' it to the Streets with Mobile Ads

Matthew Daneman | Rochester Democrat and Chronicle | 8/07

ROCHESTER, NY — Maybe billboards get bored standing by the roadside, watching traffic go by day in and day out. That would explain the proliferation of mobile billboards rubbing elbows with the drivers who look at them.

NY Mobile Ads Inc., an Irondequoit-based advertising firm, put its first truck out on the road in early July. The back of its Isuzu box truck is essentially three large windows, each featuring a rotation of vinyl billboards that scroll up and down, stopping on each for about eight seconds. A second truck will join it this week.

They will compete for motorists' eyes with everything from buses shrink-wrapped in ads to other trucks that actually

are billboards on wheels.

"With a lot of media these days, some things don't work as well as they used to," said Oskar Latek, owner of NY Mobile Ads. "These trucks are unique."

Outdoor advertising, such as billboards, is a booming industry, according the Outdoor Advertising Association of America, with revenue *See Takin' it to the Streets on page 5*



*Text to Win:* Billboards alert consumers that they can play a texting game to win a shopping spree!



*IKEA seen in Kent, WA*

## IKEA (Continued from front page)

festivals and one of the city's most attended events.

For those traveling through Seattle, don't be surprised if you find yourself stuck in traffic along side of an IKEA living room.

If you are looking for an IKEA catalog of your own, the rolling living room will be handing out catalogs. The 2008 IKEA catalog can also be ordered online at [www.IKEA.com](http://www.IKEA.com), or stop by IKEA to pick one up! A texting campaign will require the catalog to look for clues and win a shopping spree!

IKEA has signed an exclusive 2-year contract with GoMobile Advertising, putting them on the map as GMA's largest and most prestigious client.

**GMA**

# Features (continued from front page)

## Takin' it to the streets

(Continued from page 4)

enue of \$6.8 billion industry wide in 2006, up 8 percent from the year before. Mobile outdoor advertising accounts for about 16 percent of that, with mobile trucks gain-

ing in popularity since 2000, said Stephen Freitas, the association's chief marketing officer.

"They're a way to get into downtown business areas in large cities where you may have limited outdoor advertising," Freitas said.

Large mobile billboards, which are commonplace in major cities, came to the area about three years ago with the Rochester ad firm Marquis Media.

Latek, owner of the local franchise of the national Fish Window Cleaning chain, said he decided to enter the advertising business after looking at buying some commercial property in Rochester that had a billboard on it.

NY Mobile Ads is affiliated with a Seattle-based company, GoMobile Advertising, which sells the trucks. For \$1,500 — set to go to \$2,000 by month's end — advertisers get three billboards put into the scrolling rotation for four weeks. There also is a \$750 production fee to get the 60-square-foot billboards made and printed, said Latek, 27, of Rochester.

The company plans to offer the trucks as moving showcases, with the billboards taken down and products or displays set up inside the back, visible through the tempered glass windows.

Latek said he hopes eventually to expand the business to the Buffalo and Syracuse markets. The trucks run from 11 a.m. to 7 p.m. weekdays and on weekends for major events. **GMA**

## Schuler Speaks: A Shout Out from the President's Office

Hello everyone!

It has been an incredible month since last months newsletter....New affiliates, a recent visit to MotionAdz, New advertisers here at GoMobile, but most importantly we are starting to share in more and more successes from you, our affiliates. It makes us feel proud and privileged to hear from you when you close a deal. Taking a call from John Kilic, out of Boston at 11p his time to tell me about his Comcast contract or Bernie Montoya in San Fran calling me on a Sunday afternoon to tell me how excited he was to have been included in a parade for their Southwest Airlines campaign.... this is what the Network is all about. Many of you take the time to call us, send us pictures and share in your excitement, for that I thank you.

My visit to MotionAdz was fantastic, it is so exciting to see how much they have grown. Bill and I were reminiscing about how far we have come and how far we can go. Looking back to our initial visit in July of '05 when Bill and Mark were building the vehicles out of a 1 bay garage to today with a 15,000 sq ft facility and over 28 employees is incredible. It is great see MotionAdz constantly



*Continued on page 6*

## Schuler Speaks: A Shout Out from the President's Office (Continued from Page 5)

investing in research and development and continually pushing the envelope on what these vehicles can do for all of us and our clients.

Recently, I had the opportunity to read an article about the continued growth of Out-Of-Home advertising and the use of the words...Experiential Marketing (EM), the article tabbed this as the buzzword for our industry. Think "SYNERGY" in the 80's (ok some of the affiliates were just being born) and "PARADIGM SHIFT" of the 90's and you get the picture.

EMF (Experiential Marketing Forum) defines "Experiential Marketing" as: "Actual customer experiences with the brand/product/service that drive sales and increase brand image and awareness. It's the difference between telling people about features of a product or service and letting them experience the benefits for themselves. When done right, it's the most powerful tool out there to win brand loyalty"

And this out of Google....

"Experiential Marketing has become an accepted alternative marketing methodology. The term Experiential Marketing now receives 1.2 million hits on Google. Experiential Marketing continues to grow in popularity as it becomes a more widely adopted methodology by mainstream marketers.

"Marketers spent more than \$150 billion on experiential marketing in 2005. According to a study by HPI Research Group, 68% of surveyed marketing executives spent more on experiential marketing in 2005 than in 2004 and half of those executives expect to increase spending in 2006.

"Experiential marketing is also termed as customer experience marketing because the idea is to communicate the essence of the Brand through a personalized experience. Remember, Experiential is a methodology... not a medium."

"The area of experiential marketing is growing rapidly as advertisers and consumer marketers search for better returns than they can get from traditional advertising..." according to Passage Events CEO Gilbert Scherer.

This is what we do...simply stated we take our clients' brands to their customers to drive sales and increase brand image. We are all on the leading edge of a trend in this industry....what a great place to be. We look forward to the journey ahead with all of you!

Always,

A handwritten signature in blue ink, appearing to read 'Chris Schuler', with a long horizontal flourish extending to the right.

Chris Schuler, President, GoMobile Advertising

# Rolling Through America: Affiliate Photo Gallery



Affiliates of the month: *Above:* Andy Halek of McCann Media Inc. in Fort Meyers, FL at Little Caesars Pizza *Below:* Jeff Rasmussen of InMotion Advertising in Baltimore has had great success with IKEA's Summer Dorm Room promotion. Great work!



## About GoMobile Advertising

GoMobile Advertising is an experiential marketing company offering several unique alternatives to traditional print, radio, television and outdoor advertising to deliver results on-air, on-line 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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