



SPOTLIGHTING*

FALL IS IN THE AIR...

The GoMobile Advertising Monthly Update | September 2007

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IKEA ZONE Rocks Seattle

New Campaign Targets Teens at Local High Schools

Jennieanne Eckhaus | GoMobile Advertising | 9/07

SEATTLE – Fall is in the air. The streets are filled with school buses along with classes back in full swing. School spirit is revving up with pep rallies; homecoming, and football teams preparing to face their rivals in the weeks ahead.

This October, IKEA Seattle is celebrating their 13th anniversary in the Pacific Northwest, and since IKEA is becoming a teenager this year, they have decided to create a special lounge

See IKEA, page 2



A local area high school student strategizes her bedroom layout.

Soar Above the Slog: New Campaign with Horizon Air

Horizon Air's Offbeat Ad Campaign Takes Direct Aim at 'The Slog'

Horizon Air | 9/07

SEATTLE – It takes many names: The Road of Regret. Heartache Highway. The I-Shouldn't-Have. But for most business travelers who've been forced to drive I-5's 200 miles of concrete and inconvenience between Seattle and Portland, it's known simply as "The Slog" – the longest three-hour drive in American history.

That inconvenience is the focus of Seattle-based Horizon Air's offbeat new advertising campaign, which is starting to generate some buzz. Created by Seattle advertising agency WongDoody, it chronicles the struggles faced by those choosing to drive between Portland and Seattle, while

highlighting the advantages of the Horizon Shuttle, which consists of flights every half-hour between the two cities.

The centerpiece of the campaign is a microsite (horizonair.com/theslog) with video descriptions of a number of



Horizon's new billboards point travelers to a better way

infamous landmarks drivers encounter along the I-5 route – like Molasses Pass, Longblink Gulch and the Bridge of Heavy Sighs. These are unofficial place names,

See The Slog, page 3

Features (Continued)

IKEA ZONE (Continued from front)

space just for teens within the store called ZONE, which will launch on Friday, October 12, 2007. The ZONE will feature cool products, fun contests, computers and great deals for teens.

To kick off the launch of the ZONE, IKEA has created a mobile showroom featuring a typical teenage bedroom. IKEA is inviting high school students to show

their school spirit by entering to win a \$1,500 room make-over for their school. The high school with the most



entries will emerge victorious along with one lucky student. One student from the winning high school will receive a \$100 gift card from IKEA to freshen up and personalize their own space at home. The IKEA ZONE mobile will be at local area football games through November on Thursday and Friday evenings.

The GoMobile multi-media vehicle is wrapped in fashion showcasing the ideal teen room. Inside the vehicle is a teenage bedroom with a bunk bed; couch; work station; bright colors and trendy lighting. The campaign will run until November 12th, 2007.

GMA

Outdoor Outpacing Traditional Media in '07

By Kathy Bachman | Excerpted from MEDIAWEEK | 8/29/07

Continuing to outpace other traditional media segments, out-of-home advertising revenue grew 7.9 percent in the first half of the year to \$2.2 billion, according to figures released Wednesday by the Outdoor Advertising Association of America.

"Since 2005, industry revenue has consistently increased 8 percent each year and the trend has continued through the second quarter of this year," said Stephen Freitas, chief marketing officer for the OAAA.

Spending was up in seven of the top 10 advertising categories. Driven by the introduction of new telecommunications products and services, the communications category posted the

largest gain, up 38.5 percent to \$311.2 million.

In contrast to other media, automotive categories were up in out-of-home. The second-fastest growing category was automotive accessories and equipment, up 17.3 percent to \$179.9 million. The automotive dealers and services category grew 5.9 percent to \$198.4 million.

Stimulated by builders eager to compete in a slowing housing market, the insurance and real estate category grew 13.4 percent to \$382.4 million.

Out-of-home's top-spending category, miscellaneous services and amusements, which represents 15.5 percent of total ad spending in the medium, was up 10 percent to \$581.2 million.

The OAAA revenue estimates are based on a mix of several sources including Miller Kaplan, TNS Media Intelligence, and member company affidavits.

GMA

He's not writing her a ticket...



PHOTO COURTESY OF JENNIEANNE ECKHAUS

An anti-litter campaign in Seattle grabs the attention of a local police officer. Campaigns such as this demonstrate how alternative media can benefit the community.

Features (Continued)

The Slog (Continued from front)

of course, but Horizon is betting that those who've made the drive will easily recognize them.

"Our Seattle-Portland Shuttle service has been around for about two decades, but it recently underwent some significant improvements," said Dan Russo, Horizon's director of marketing and communications. "To call attention to this, we're trying something that's a little off the wall but that we think will ring true with anybody who has made the Seattle-Portland drive."

What makes the Shuttle new? The up-to-50-percent lower fares Horizon recently rolled out, for one. All seats on the new Shuttle are now \$99 one-way for an unrestricted, fully refundable, "walk-up" fare, and \$59 one-way and \$79 one-way for restricted tickets purchased 14 and 7 days in advance, respectively.

Horizon's growing fleet of larger and more fuel-efficient 76-seat Q400 high-speed turboprops, which are replacing 37-seat Q200s, has made the fare cuts possible. On the Seattle-Portland Shuttle, every business day, half of Horizon's 31 flights each

way are now operated with a Q400 or 70-seat CRJ-700 jet.

All Shuttle flights to Seattle are scheduled to depart from the recently expanded and remodeled Portland International Airport gate facility (gates A 2-5). The new gate has amenities most often requested by Horizon business travelers, such as stand-up desks with outlets that make it easy to work on a lap-

top, free Wi-Fi (compliments of the airport), increased seating, and video monitors providing news and sports information.

Horizon's security screening express lines (available in both Portland and Seattle) give Shuttle passengers the ability to bypass the long lines to TSA checkpoints and waste no time in arriving at the gate.



What has been affectionately called the "Slogger Man" seen here making his trek to the gas station. Look for GoMobile's Horizon Slog Vehicle at a rest area near you through 10/23/07.

Features (Continued)

Named 2007 Regional Airline of the Year by Air Transport World magazine, Horizon serves 48 cities throughout California, Colorado, Oregon, Washington, Idaho, Montana, Nevada, and British Columbia and Alberta. Together, Horizon Air and Alaska Airlines serve

92 cities and are subsidiaries of Alaska Air Group, Inc. (NYSE:ALK).

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¿Se Hablé Español? Don't miss out on a grande market

Rudy Garza | GoMobile Advertising | 9/07

¿Se Hablé Español? – if your client's advertising message doesn't, they are missing out on the fastest growing population segment in the country with a spending power of more than \$766 billion!

ally is huge. It is a youth-oriented market, with the median age by 2010 being 24.7, and they are brand conscious and brand loyal.

The Latino market has been an integral market segment for most of the communities served by our affiliate network while reflecting a growing market segment for others such as the Pacific Northwest. It is to your advantage that you become familiar with the Latino market in your respective communities. Why? Because it makes dollars and sense!

There are currently more than 42 million Latinos in the U.S. and by 2010, one of every six people in the U.S. will be of Hispanic origin.

The buying power of Latinos nation-

How do you translate this information to potential clients? Know your market!

Six steps to learn every aspect of the Latino community in your market place:

1.) What is the predominant country of origin – Mexico, South or Central America?

2.) Learn their cultural norms – holidays, other key celebrations.

3.) Know where they live, work, play, shop.

4.) Identify media that serves this community and who is advertising to them.

5.) Become part of their local community – join the Hispanic Chamber of Commerce or other professional and/or civic organizations in your area.

6.) Invest in research that will show your clients that you know the Latino market and the value of advertising to them.

Want to know more? Contact Rudy Garza at 877-727-6551 or at rgarza@gomobileadvertising.com.

GMA



Rolling Through America: Affiliate Photo Gallery



Affiliates of the month: *Above:* Obi Erundu at GoMobile Promotions in St. Louis, MO sent us these photos of a community push to keep kids in school. What a great cause! *Below:* Dave and Michelle Andrick at the new GetMobile Media in Albany, NY show off one of their first clients like a couple of Vanna White's.



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 or call 253-266-2164.

To receive our newsletter each month, please email Mike Seifert at mseifert@gomobileadvertising.com.

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