



SPOTLIGHTING*

HAPPY BIRTHDAY!

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The GoMobile Advertising Monthly Update | November 2007



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GoMobile Advertising Takes the Cake! Two Years of Mobile Marketing Magic in the Making

It's another banner year for GoMobile Advertising, the company that began with mobile billboards and has expanded into a full-fledged experiential marketing, PR and promotions agency, and the headquarters of the nation's

ment of the company's VP of Operations, Christian Gerling.

"We never dreamed we'd come this far this fast," said Chris Schuler, President of GoMobile and Director of Vehicle Sales. "It seems like yes-

Advertising on the go attracts notice

Amy Martinez | The Seattle Times | 10/07

SEATTLE - An elaborate window display hardly seems like the best use of your marketing dollars if you're a retailer in a massive, out-of-the-way warehouse in Renton. But Ikea has found a way to put its window display wherever it wants.

Kent-based GoMobile Advertising, which operates eye-catching trucks with floor-to-ceiling windows measuring 6-feet-by-10-feet, has been hired to support the Renton store's push to sell trendy bedroom furniture to teens.

Over the next six weeks, one of its trucks will be at Friday night football games, fast-food restaurants near high schools, and just about anywhere else that Seattle-area teens hang out. Passers-by will see Ikea's version of a typical teenage bedroom inside, complete

See On the Go, page 2



largest affiliate network. And the company is still expanding, having nearly outgrown its Kent, WA offices that it has spent no more than nine months in, where prior to that was nestled in the cozy base-

terday it was three guys in a basement." Since then the company has grown to an 18-employee operation, and has sold over 90 vehicles. It boasts a network of over 60

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Features (Continued)

On The Go (Continued from front)

with bunk bed, couch and desk.

The hope is that teens who see the truck will want to redecorate their bedrooms with Ikea furniture, said store spokeswoman Rebecca Helen-Wilson.

As part of its push, the store next month will open a lounge for teens with sale items, as well as computers for their personal use. She said the store historically has paid more attention to young children than teens, but now that the local store is 13 — Ikea opened in Renton in 1994 — it wants to turn that around.

Teens represent a formidable market, with “a lot of money to spend,” she said. “Plus, they don’t have to pay a mortgage and all that fun stuff.”

Ikea has used GoMobile in the past to promote its catalog, she said, and considers it a “new, fun and interesting way to reach customers.”

Founded two years ago, GoMobile operates a total of four trucks in the Seattle area, charging \$25,000 to \$50,000 for a typical

one or two-month campaign, said marketing director Ryan Moss. (It also has sold trucks to more than 50 affiliates in North America to help clients mount similar campaigns elsewhere. Its trucks are made in South Florida and include an eight-speaker sound system, FM radio broadcasting and scrolling billboards.)



Seattle-based Safeco has a GoMobile truck that travels to local sporting events, concerts and insurance agents’ offices. Inside, a scooter, a chair and a cello are propped on pedestals to make the point that just about anything can be insured.

This week, Horizon Air rolled out a GoMobile truck, to promote flights between Seattle and Portland. The truck, seen daily on Interstate 5, features a beleaguered-looking mannequin holding a gas can in one hand and restroom key in the other, as if stranded on the highway.

Moss pointed out that the trucks run on biodiesel, a renewable fuel source. “We figure that if we’re going to be sitting in traffic for the purpose of advertising, we should do everything we can to reduce our environmental footprint,” he said.

GMA


Notables and Tidbits

Good Enough to Eat

Alan Frank and Associates (AFA) recently won a national agency award for their PR campaign that’s primary focus was a 3D display - the Chicken and Biscuit Bowl vehicle with GoMobile which ran through the summer. A new KFC mobile campaign launched in NYC this fall to promote KFC’s Triple Dip Strips. Said account manager Cathy Knowlson: “We appreciate Go Mobile’s creativity, responsiveness and smooth execution; we look forward to partnering with them again.



Experience WAMU

GoMobile Partnered with WAMU recently to promote the newly updated online company store to its 5,000  WAMU + employees. GoMobile’s street team spread the word by passing out pen and paper packs.



Features (Continued)

GMA Turns Two (Continued from front)

affiliates in 16 of the top 20 advertising markets in the US, and has generated over \$500,000 in advertising revenue this past year alone.

"It's go time!" said Mike Seifert, VP of Sales for GoMobile, while referring to recent campaigns with IKEA, Hori-



zon Air, Miller and KFC. "working with our partners to create bold, fresh advertising while serving the community through organizations like Crime Stoppers make it all worth it."

GoMobile now operates four multimedia vehicles in its Seattle headquarters, while also offering event packages that include Segway chariot campaigns, street teams, video displays, Bluetooth, SMS tex-

ting, and animated signage. The multimedia vehicles can play music, scroll billboards, and house 3-D mobile window displays complete with lively brand representatives.

"We now have the capability of doing essentially anything for our clients, constrained only by budget and

our imagination," said Ryan Moss, Marketing Director for GoMobile. "And the beauty of this medium is that we can change our message, our location, and any elements of the cam-

campaign at any time based on what works and what doesn't."

The company recently held a 2-year anniversary to celebrate the accomplishment. "We couldn't have gotten this far without all of you," said Schuler while addressing the friends, family members and employees that attended. "Thank you so much for your support."



Notables and Tidbits

Continued from page 2

Safeco Extends - Again!

Copacino + Fujikado, a Seattle-based agency that handles Safeco Insurance and REI, recently added a second vehicle - and a second market - in its tour with GoMobile Advertising. The new vehicle will launch in Kansas City November 1. The vehicle is being built out in Sacramento at the end of this month.



Slog Campaign Takes Flight

Horizon Air in Seattle recently took part of the day off for a Slog party to celebrate their new \$99.00 shuttle service from Seattle to portland. The party featured a RoadKill Sundae Bar, Filthy John's Hollor Art Contest, and Critter Flats roadkill toss. The mobile was at the display, along with Horizon President and CEO Jeff Pinneo. **GMA**



Brett Bibby Joins GoMobile

Greetings!

After spending nearly 20 years in the Seattle television industry, I am excited to have embarked on a new career in the out-of-home and alternative media space with GoMobile Advertising.

While I've been here less than a month, I can already see that I have the opportunity to be part of the dynamic and continued growth of this company. I'm amazed at what this group has accomplished in just two short years and believe that we have only scratched the surface of what we can be as an organization. I've learned over the years that advertisers will respond to powerful ideas that can offer compelling branding solutions. I truly feel that we have a slew of product offerings that will give our partners the opportunity to create powerful emotional connections with their customers. My years in television helped me to understand how impactful a strong visual message can be. I get truly excited when I see the work we have done with client like IKEA, KFC, Safeco, Pacific Northwest Ballet and Miller. These executions simply aren't being done anywhere else! It was a no-brainer to want to be part of this.

The response to my move from family, friends, clients and peers has been amazing. I think they all see GoMobile Advertising as a place where I can really engage my creative side and I've had some fantastic, thought-provoking meetings with many where we have kicked around some really innovative ideas.

I look forward to talking to you and offering my assistance any way that I can.

It's go time!

Best,

Brett
Brett



Rolling Through America: Affiliate Photo Contest



THIS YEAR'S WINNER... FAST TRACK MOVING MEDIA!

William Crozer of Las Vegas, NV has won a set of billboards from Banner Galaxy and \$250 cash from GoMobile Advertising and Motionadz! Thanks to all the affiliates who entered this year.

Happy Thanksgiving!

As we express our gratitude, we must never forget that the highest appreciation is not to utter words, but to live by them.

~John Fitzgerald Kennedy



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, online and on premise.

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

www.gomobileadvertising.com