



HOLIDAY EDITION

HAPPY HOLIDAYS!

The GoMobile Advertising Monthly Update | December 2007

IN THIS ISSUE:

- 1 100 Vehicles Sold!
- 2 GoMobile Overtakes MACY*S Parade
- 3 Notables and Tidbits
- 4 KFC Rolls Through the Big Apple
- 5 Schu and Seif on the New Year
- 6 Affiliate Photo Gallery

GoMobile Overtakes MACY*S Parade

Ryan Moss | GoMobile Advertising | 12/07

SEATTLE – On one of the biggest shopping days of the year, in an elaborate display of ingenuity and grassroots tactics, the GoMobile team made sure everyone on the Downtown Seattle streets knew what a great guerilla marketing campaign looks like.

It was the Seattle annual MACY*S Holiday Parade, taking place the Friday after Thanksgiving, and GoMobile had four of their vehicles strategically placed downtown.

“We wanted to own the city for one day,” said Ryan Moss, Marketing Director for GoMobile. “I think we exceeded our own expectations, which is hard to do.”

The day started with Pacific Northwest Ballet’s Nutcracker truck, affectionately called the “Nut Truck,” which was an entry in the

See Parade, page 2

100 VEHICLES SOLD!

GoMobile Advertising Network Hits 100 Nationally

That’s off to the GoMobile Advertising Network for reaching 100 Vehicles in just over 2 short years. “This is a big moment for us, because it demonstrates the value of this medium to advertisers,” Said Chris Schuler, President of GoMobile Advertising. “As we continue to refine and strengthen the GoMobile Net-

work, our top priority is market coverage for the national advertisers. While Hitting 100 is just a number, it is a celebratory marker that represents the steady growth of this medium. And this kind of growth could not happen without the loyalty, commitment and creativity we see every day from our affiliates.”



Four GoMobile Vehicles lined up just four months earlier, when the company was at a mere 75 vehicles.

Features (Continued)

Parade (Continued from front)

annual MACY'S holiday parade.

"It was included as an entry with the rest of the Nutcracker floats for the second year in row," said Christian Gerling, VP of operations.

The second and third vehicles were for Safeco Insurance and Horizon Air.

Moss camped out with Gerling and his wife, Nichole, in an RV downtown to secure parking spots. Moss also brought his car, which he parked a few blocks up the street right on the parade route.

"We almost didn't get to use the [parade route] spot," said Moss. "We had to talk a police officer that morning into letting us swap vehicles, since they had just closed the street. It turned out to be a killer position, though."

IKEA's Teen Zone truck took that spot as ve-

hicle number four, which was located on a main shopping corridor right in front of an Old Navy clothing store. The vehicle, which contained a teen bedroom, had been decorated for the day with red Christmas lights,

candles, packages and a red blanket, all from the IKEA store. Street teams passed out IKEA Christmas ornaments.

"A friend of mine called me up half-way through the day," said Mike Seifert, VP of Sales for GoMobile. And with a laugh: "He told me to leave him alone! He said his family couldn't get any shopping done without seeing our trucks everywhere."

The trucks left their parking spots and went on route around lunch time, and continued to circle the downtown area until the Christmas Tree lighting ceremony at 6:00 PM that night. **GMA**



Photos Courtesy of Matt Gebhart

Notables and Tidbits



Three Cheers (and Years) for the Pacific Northwest Ballet

For the third year in a row, Pacific Northwest Ballet partnered with GoMobile Advertising this holiday season, making them one of GoMobile's oldest clients. The first year consisted of only billboards, while the second year consisted of a theater-style set-up. This year stepped it up a notch by adding figures with moving arms, presents under the tree, chasing Christmas lights and professionally-hung theatre-style interior lighting. The mobile was featured again in this year's MACY'S Seattle Holiday Parade.



GO Mobile Media Pushes the Envelope with DDB Canada

GO Mobile Media of Toronto worked side-by-side with DDB Canada in a guerrilla campaign designed to create a buzz about the opening of a new Lingerie

KFC Rolls Through The Big Apple

Billboards-In-Motion and GoMobile Advertising Bring Triple Dip Strips to New York

NEW YORK, NY – GoMobile Advertising along with affiliate Billboards-In-Motion, took part in a campaign for Yum! Brand's Kentucky Fried Chicken this fall. The campaign celebrated the launch of the new "Triple Dip Strips," a product featuring new packaging and an increased variety of sauces.

The campaign elements included a branded KFC multimedia vehicle, containing two sets of product and 6 rear billboards. Brand representatives passed out samples at various locations. And passersby with Bluetooth-enabled cell phones intercepted a message from KFC informing them of their new product.

It also included a three-person branded Segway team, who passed out "I [heart] New York" and "Go Knicks" flyers, with the "Triple Dip Strips" featured product on the back, outside of Madison Square Garden.

"The Crowds loved the flyers," said Mike Seifert, VP of sales for GoMobile Advertising. The flyers were made of a heavier material, and were popular with every one from tourists to locals, including several cab and limo drivers. "We kept seeing them on the dash boards of their cars," said Seifert.



Seifert flew back to NYC from GoMobile's Seattle headquarters

to assist in the Segway element of the campaign and to get the signs on national talk shows, like Good Morning America and the Today Show.

"It worked," said Seifert. "They had to keep cutting the camera shots because our signs were right next to Matt Lawer's head."

The campaign was also well-received by all the media, and was picked up by about 50 local and 50 national press outlets..




Notables and Tidbits

Continued from page 2

store, Agent Provocateur, in Vancouver, BC. The chain has existed in the UK since 1994, but is only the second of two stores in Canada. The campaign consisted of a branded vehicle with an office scene in the back and three lingerie models. 40's tunes played on the radio and a fourth model in a trench coat distributed a unique take-away. The Campaign was executed by GoMobile Advertising in Seattle.



Aero Mexico Takes Flight

GoMobile Advertising has executed a shared billboard and exclusive events campaign, divided by language to target both the English-speaking and Latino markets. The event scheduled featured the four-hour long Day of the Dead event in Tacoma. The extremely successful event was sponsored by the Tacoma Art Museum and was well-attended by over 2600 people. 



Shue and Seif On the New Year

Friends and Family,

As 2007 comes to a close our vision of creating cool experiences for clients has become a reality. We never dreamed that we would have to become qualified "life size" Chicken and Biscuit/Triple Dip Strips designers for KFC. Or figure out how to create and sew a Daniel Boone Slogger man suit for Horizon Airlines and design a Mexican beach for Miller Chill and spend a night at the OBIE Awards in San Diego. We went back to high school this fall with IKEA and assisted them in launching their new teen zone and worked with Safeco in Midwest and West coast market in developing the "What Matters to You" campaign mobile. Once again, we ended the year at the Macy's Parade creating holiday magic with the Pacific Northwest Ballet "Nut Truck". Our team has grown in 2007 with the addition of Ryan Moss, Rudy Garza, Jennieanne Eckhaus, Jenny Harris and Brett Bibby as well as thirteen drivers. We continue to be amazed by our team's ability to show up when we need them most. Mike's role will change a bit in 2008 as he moves into the role of President of the GoMobile Advertising Network. We are now in over 60 markets and growing! What does the future hold? Stay tuned! Here is to a GREAT 2008 and thank you for your continued support!

Happy Holidays,



Mike Seif
President, GoMobile Advertising Network



Chris Schuler
President, GoMobile Advertising

Rolling Through America: Affiliate Photo Gallery



BEST HOLIDAY PHOTOS OF THE SEASON...VISUAL ADVENTURES AND BAY AREA BILLBOARDS!

Roger Flackus, GoMobile Affiliate in Medford (Above), and Darin and Becky Phillips, GoMobile Affiliates in Tampa Bay (Below) have executed a great looking self-promotion living rooms decorated in Christmas gear. Roger even thought to wrap the computer console like a giant Christmas present. Great job guys, we love it!

Words to Consider As We Enter The New Year...

Mark Twain

New Year's is a harmless annual institution, of no particular use to anybody save as a scape-goat for the promiscuous drunks, and friendly calls and humbug resolutions.

Brooks Atkison

Drop the last year into the silent limbo of the past. Let it go, for it was imperfect, and thank God that it can go.

Bill Vaughan

Youth is when you're allowed to stay up late on New Year's Eve. Middle age in when you're forced to.

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