

## What's New In Mobile Media ?

Guest author: R. Scott Campbell, President, RoadMark

**F**or years, many people in various industries have been trying to develop a good way to calculate how many viewer impressions might be achieved with vehicular advertising messages, such as public transit, taxi tops, truckside, vehicle wraps, and more.

Different methodologies have been attempted by media research companies, the American Trucking Association, the Private Fleet Council, major brands (with their own fleet of vehicles), mobile media companies, and other independent marketing firms and government agencies. To date, no one has come up with a comprehensive methodology that is reasonably accurate or universally agreed upon for measuring mobile media. Most studies have tried to mimic or replicate methodologies used by the stationary outdoor industry, which is measuring traffic of static advertising displays. Unfortunately, this approach does not suit mobile media.

The problem with implementing measuring methodologies which are used for calculating stationary outdoor to also measure mobile

advertising is that mobile media (any advertising display on wheels) inherently has an ever changing viewing universe, as both the viewer and display are moving. This one difference between the two forms of media creates complexities for calculating mobile media viewers to capture not just vehicular traffic but also pedestrian traffic as well.

As of recently, there is a growing acceptance that the industry needs to adapt a new approach to more accurately calculate mobile media viewer potentials.

One such approach involves measuring differing types of arterial settings and documenting average counts for each setting of their viewer likelihoods. For example, a company could calculate average viewer counts for rural interstate, suburban interstate, urban interstate, secondary arterials, downtown city streets, parked or stationary settings, both peak -vs- off-peak hours, weekdays -vs- week ends, etc. To exaggerate the example, the industry recognizes that a mural graphic trailer truck operating in downtown Manhattan would have different viewer counts than the same

display on a rural interstate highway. Their differing modes of operation make each a different CPM value.

Once a credible measurement system is accepted by the entire industry, any form of mobile media could be both sold and purchased with some universal assurance of value. •

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## Thank You from OAAA



Thanksgiving is a special occasion to express our sincere thanks to all of you who make our mission possible.

May you have a bountiful Thanksgiving. •

## INSIDE

Advertisers Put Their Money on Outdoor .....	2
Will Your Agency Win? .....	2
Celebrating 50 Years .....	2
OAAA Suppliers Directory .....	2
Hispanic is Hot in 2006.....	3
Outdoor Reaching New Voters....	3
Eye Catcher .....	3
Biz Buzz .....	3

## UPCOMING OAAA EVENTS

**FEBRUARY 10, 2006**  
OAAA OBIE Judging  
Miami, FL

**APRIL 2, 2006**  
OAAA Legislative Committee Meeting  
OAAA Board of Directors  
San Diego, CA

**APRIL 3, 2006**  
OAAA Legislative Conference  
San Diego, CA

**APRIL 4, 2006**  
OAAA Legal Seminar  
San Diego, CA

**APRIL 25, 2006**  
OAAA OBIE Awards  
Palm Springs, CA

**OCTOBER 20, 2006**  
OAAA Marketing Committee Meeting  
OAAA Legislative Committee Meeting  
OAAA Board of Directors  
Dallas, TX

**OCTOBER 20-22, 2006**  
OAAA Operations Seminar and Trade Show  
Dallas, TX

## Advertisers Put Their Money on Outdoor

**T**AB hosted an advertising forum last week – attracting both buyers and sellers – that underscored the many advances changing the outdoor industry. The program opened with the results of an Association of National Advertisers (ANA) survey related to the medium. According to the advertisers questioned, 35% said their brands would increase outdoor spending next year while 44% said outdoor was typically part of their media plans.

The forum was comprised of discussion panels with topics that addressed buyers and sellers, research, alternative media, and creative. OAAA helped structure the creative panel which was a review of the recent OBIE winning campaigns.

One of the highlights of the afternoon program was a case study on the recent Dove campaign. Outdoor advertising was the primary media used lifting campaign awareness 43% and Dove brand awareness 20% overall.

The final session of the day was a principals panel that included Paul Meyer, global president and chief operating officer, Clear Channel Outdoor; Wally Kelly, president, Viacom Outdoor; and Jean-Luc Decaux, co-chief executive officer, JCDecaux North America. David Verklin, the chairman of Carat North America, served as moderator who asked panelists at times contentious, but certainly intriguing, questions.

Paul Meyer said that globalization is changing the outdoor industry and media companies should cross pollinate US and European business models to identify best practices. Wally Kelly suggested that the global outdoor medium will evolve as advertisers embrace global planning, but also noted that outdoor media will still be evaluated locally, since the medium is unique to its geography. Jean-Luc Decaux believes the US outdoor business is about 10 year behind Europe in innovation, but that the North American industry is catching up fast. •

## Celebrating 50 Years of the Interstate Highway System

The Eisenhower Interstate Highway System is celebrating its 50th anniversary in June, 2006. The largest public works program in history has had an enormous impact on the nation as well as the outdoor advertising industry.

The Interstate highway program has created numerous benefits for the United States – a “nation on wheels”:

- Freedom to move from state to state
- Positive influence on economic growth
- Substantial benefits to users, especially tourism-oriented and travel constituents
- Crucial factor to foster and promote the nation’s defense and national security infrastructure
- Reduced traffic deaths and injuries when compared to local roads and streets

The result has been a long partnership of federal and state governments.

President Eisenhower signed the Federal-Aid Highway Act on June 29, 1956 authorizing 41,000 miles of high quality and multi-lane roads that linking the nation together. Later, congressional action increased the system to 42,500 miles and it was formally named after President Eisenhower. The president, in his earlier military career, made a cross-country trip in

1919. The results from that long and arduous coast to coast trip sparked his vision for a national system of roadways.

For billboards, the first national system of outdoor advertising controls was enacted in the Federal-Aid Highway Act of 1958, called the “Bonus Act.” It provided a bonus of one half of one percent of highway construction funds for states volunteering to control and remove billboards on the Interstate System.

Eventually, the bonus program proved unworkable, as only half of the states signed up for billboard controls. Over 40 years ago, on October 22, 1965, President Johnson signed the Highway Beautification Act which required mandatory control of billboards by states along Interstate highways and federal-aid primary roads. Now the control system includes the National Highway System, which was added in the mid-1990’s.

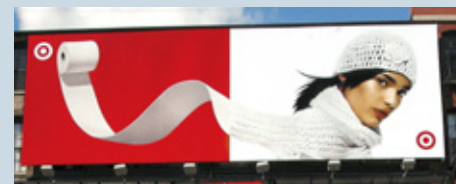
The legacy of the Interstate System is intertwined with outdoor advertising – the movement of goods, services, and people fostered a viable industry which has as its largest customers the travel and tourism industry. •

## Will Your Agency Win the 2006 OBIE Awards?

**T**he only way *your* agency will answer “yes” to this question is to submit *your* OBIE entry today!

Last year’s judges commented on the innovative and boldness of the 2005 winners. What will the 2006 judges say about your work?

The deadline for entries is **Friday, December 16, 2005**. You can enter the OBIEs online by visiting, [www.oaaa.org/obieawards/creative/](http://www.oaaa.org/obieawards/creative/) or by submitting your Call for Entry form by mail. Please contact Jessica Moss at [jmoss@oaaa.org](mailto:jmoss@oaaa.org) for any OBIE related questions. You wouldn’t want great work to slip your work without notice. •



Peterson Milla Hooks was awarded the 2005 Best of Show OBIE for their work with Target. Will your outdoor work be the next winner?

## OAAA Suppliers' Directory Now Available

The latest OAAA Suppliers' Directory is now available online! Just go to [www.oaaa.org/outdoor/councils/suppliers.asp](http://www.oaaa.org/outdoor/councils/suppliers.asp) to download a PDF version. The directory will continue to live on this page and will be updated monthly as new services are offered or as new supplier members join OAAA. This will guarantee that OAAA members get the most-up-to date version each month.

If you have any questions about the directory, please contact Kate Bashore at [kbashore@oaaa.org](mailto:kbashore@oaaa.org). •

## OAAA EYE Catcher



A Big Thank You: Mueller Sports and Quench Gum created "The World's Largest Thank You Note," a billboard commemorating Barry Alvarez's time coaching the UW Badgers. The companies used 31 billboards, each using different slogans outlining the coach's accomplishments, such as "Three Rose Bowl Victories", "Seven Bowl Championships" and "Three Big 10 Championships." •

A Text Message Away...

## Outdoor Reaching New Voters

In 2008, today's 15 year old will be voting for the first time in a presidential election, that is, if they have taken the time to register to vote. Mobile Voter, a non profit, non partisan organization, is on the cusp of solving this problem: easy access for individuals to register to vote without standing in long lines.

What better way to reach future voters than through their mobile phones? For its pilot project, Mobile Voter posted a text code on a wallscape in the heart of San Francisco's Chinatown to focus on Chinese American youth, who are heavy cell phone users. Viewers of the ads "text in" a code on the billboard, their name, and address, and a voter registration form is mailed to them directly. The sign reads, "Registering to vote just got easier! Text 'IVOTE'"

With incentives for family plans, more minutes, and inexpensive monthly fees, more teenagers of all ethnic backgrounds are using wireless technology

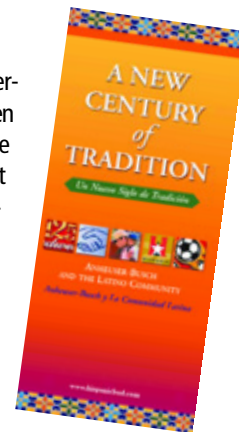


to communicate For now, Mobile Voter is only in the California area; however, they have been approached by some national campaigns.

What is most interesting to the outdoor industry is that Mobile Voter will be able to track the effectiveness of the billboards by the text codes that are displayed on the billboard as viewers send in with their information. Each board has a slightly different text code, so they will be able to quantify their results. Mobile Viewer has agreed to share that information with OAAA in the future. •

## Hispanic is Hot in 2006

Hispanic advertising has been hot these last few years, and it continues to get hotter. National advertisers are increasing their budgets in order to effectively reach the US Hispanic market.



For instance, Anheuser-Busch has increased its Hispanic marketing budget by 66%. In addition, Cingular Wireless is stepping up its efforts with a campaign carrying the theme "Adelante," meaning moving forward or getting ahead. KeySpan Energy Delivery named a Boston agency, Argus, to create a campaign aimed at Hispanics, which will promote the benefits of heating with natural gas. American Honda Motor is joining with the music label Wu-Tang Latino to produce a music video clip featuring the 2006 Civic and the group Los Yo Yais.

The Hispanic population is "the fastest-growing, youngest segment, 43.5 million strong," says Elyssa Gray, vice president for advertising at Visa USA.

Outdoor is ideal for Hispanic advertising because an advertiser can reach the Hispanic population without isolating its message from the general public – something broadcast cannot do.

If you need information on Hispanic agencies, e-mail [kramser@oaaa.org](mailto:kramser@oaaa.org), and remember to visit the multicultural section of the Members Only side of the website at [www.oaaa.org](http://www.oaaa.org). •

Sources: *HispanicAd.com*, November 7, 2005.  
*New York Times*, November 7, 2005

## Biz Buzz

### Road Runner High Speed Online



To emphasize the high-performance attributes of Road Runner High Speed Online, the company is launching a new campaign that brings consumers into an animated world inside their computer. The campaign, created by RTC Relationship Marketing, will include TV spots, print, direct mail, radio, outdoor and online components.

### XM Satellite Radio

Ellen DeGeneres, Snoop Dogg, Derek Jeter, David Bowie and Martina McBride will be featured in a new campaign for XM Satellite Radio. XM offers satellite radio broadcasts of *The Ellen DeGeneres Show*, Snoop hosts a music program, Jeter's New York Yankees are part of XM's coverage of Major League Baseball, and Bowie and McBride represent the diversity of XM's music offering overall. The effort from Interpublic Group's Mullen in Wenham, Mass., launches this month in broadcast, online and outdoor media, and introduces the tagline, "Listen large." •



Outdoor Outlook is produced by the OAAA as a member service. Previous issues can be found at [www.oaaa.org](http://www.oaaa.org).