

Outdoor at the Crossroads

My Turn by Nancy Fletcher



On May 6 at the Manchester Grand Hyatt Hotel in San Diego, the usual scene will unfold; outdoor stakeholders from around the globe will come together for the OAAA National Convention and Trade Show, anticipating what they have come to expect: a stimulating agenda, a showcase of outstanding innovations, and the chance to make or renew vital relationships.

And while you can count on OAAA to deliver the goods at the Convention, this time things will be different. They have to be, because the outdoor industry is at a crossroads, juxtaposed between great breakthroughs and complex challenges, which require a delicate balance of enthusiasm and strategic thinking.

There are dozens of issues impacting outdoor advertising today and unlike in years past, many can be double-edged swords which can alternately foster growth or create new challenges. Take for example, digital technology. It provides a compelling means to capture and engage a consumer. For instance, Mini Cooper recently deployed billboards in several markets that could talk to customers by name. By reading a chip in a passing car,

the billboard greets the driver by name or wishes him or her a happy birthday.

While marketers are interested in such technology applications, legislators may have questions. Clearly a waltz is underway and it is critical for the industry to use good sense, balancing marketing savvy with political astuteness to ensure that all parties are served.

Similar scenarios can be laid out for interactive outdoor media and nontraditional outdoor formats. The buzz surrounding much outdoor advertising press focuses on cool new ways the industry is able to custom-craft marketing solutions. The challenge is executing these ideas in the "People's Space," which is where we operate, without a public backlash.

Even the exciting advent of better audience measurement is not without its skeptics. Some OAAA members have questioned whether these new methodologies will place outdoor at a disadvantage to other media by holding it to higher standards. Still, the outdoor industry is rising to the challenge in the sure belief that having this research will create greater confidence in, and demand for, outdoor advertising.

Of course, there are developments that are more straightforward, with upsides which should be wholly embraced: state legislative



amendments, stronger industry ethical codes, eco-friendly products, and the wonderful work the industry is doing in public service, as evidenced in the Crimestoppers campaigns. The issue here is not whether, but how quickly the industry can adapt to changes.

The industry can neither ignore the wave of innovations, nor overly invest in them. The industry needs to manage expectations, educate legislators and the public, and move boldly ahead through a sea of change. This is a tall order and not one easily negotiated. All the more reason to come together this May, explore the possibilities, and collectively agree on a course of action that will advance outdoor advertising with the greatest ease and least resistance.

Don't delay. Visit <http://www.oaaa.org/convention/> to register for the 2007 OAAA National Convention and Trade show.

Let me know what you think by emailing nfletcher@oaaa.org or calling me at 202-833-5566.

INSIDE

- Public Affairs Roundup2
- FOARE Donations2
- Eco-Friendly Route2
- National Convention Spotlight3
- FOARE Scholarship News3
- 2007 Trade Show Sponsorship3
- OAAA New Member List3
- On the Road.....3
- Eye Catcher3
- Biz Buzz3

Manchester Grand Hyatt Hotel Room Block Drop Date: April 13, 2007

UPCOMING OAAA EVENTS

FEBRUARY 23, 2007

OBIE Judging
Miami, FL

FEBRUARY 28-MARCH 2, 2007

AAAA Media Conference
Las Vegas, NV

MARCH 13-14, 2007

OAAA Congressional Fly-In
Washington, DC

MAY 6, 2007

OAAA Board of Directors Meeting
OAAA Biennial Membership Meeting
San Diego, CA

MAY 6-8, 2007

OAAA National Convention
and Trade Show
San Diego, CA

MAY 8, 2007

OAAA OBIE Awards Gala
San Diego, CA

SEPTEMBER 26, 2007

OAAA Star Showcase
New York

OCTOBER 17, 2007

OAAA/TAB OOH Day
New York

OCTOBER 17, 2007

OAAA Media Plan Awards
New York

Public Affairs Roundup

Crime-fighting Billboards Work in New Orleans; Program Expands Featuring New Suspects

"Wanted" billboards have been so successful in New Orleans that the Crimestoppers organization is expanding the program with new criminal suspects.

Since November 21, "wanted" billboards in New Orleans and Jefferson Parish have featured seven murder suspects. Four have been arrested; two of the arrests were generated by tips from people who saw billboards.

Prompted by this success, two more billboards are planned in Jefferson Parish. Sheriff Harry Lee says "It's a really good idea and should get good results."

(Media update: On January 18, "Catherine Crier Live" featured crime-fighting billboards on Court TV; the on-air segment lasted nearly seven minutes. She asked Bob Fessler of Lamar Advertising Company-Kansas City why billboards are effective. On national television, he said: "The idea behind a billboard is that you can reach a lot of people over a period of time. And then there's the repetition. A lot of the same motorists drive the same patterns every day.")

The Must List. Entertainment Weekly publishes The "Must List" regarding hot products and trends ("Ten Things We Love This Week"). A billboard book made the list in the magazine's special Oscar edition: *Great American Billboards*, by Fred E. Basten. "A pictorial history of the oversized ads . . . you'll feel nostalgic reading these signs of the times." •

Outdoor Takes an Eco-Friendly Route

The outdoor advertising industry stands at the threshold of a new generation of eco-friendly products and initiatives that will have positive impacts ranging from conservation to working safety.

New non-vinyl substrates

One of the best features of vinyl replacement material is that it weights around 55 pounds less than standard vinyl. It is lightweight, non-PVC, and recyclable. The recycled material can be used again to make various new products.

According to Bill Murphy, executive vice president, national operations manager at CBS Outdoor, the new substrate would not only represent an environmental coup for the industry, but substantially reduce the weight of the industry's most frequently handled product. Murphy said, "Like any responsible company, we want to be as green as possible, and that means looking for opportunities to substitute more environmentally friendly products."

One Piece Paste Free

Currently, two standards have been developed to display one-piece posters. There is a clip-board system that uses spring-tensioned hooks, installed around the perimeter of a poster face, to hold the one-piece poster onto the billboard. The other option for displaying one-piece posters is a

"pole-pocket tensioning system" that some companies already feature on existing poster faces.

One piece posting allows for fast installation turn-around times (because posters don't need to be "wet up" with adhesive a day before installation), simplified training for billposters, a purportedly safer and simpler installation process, and fewer make-goods caused by poster-paper failures.

Lighting systems

New lighting systems will save energy and cut costs by reducing light spillage and kilowatts used to illuminate outdoor displays at night. Precisely cut prisms direct the light for maximum efficiency and uniformity, which reduces light spillage and cuts energy use in half. Two, 400-watt luminaries can illuminate a standard, 14 x 48 foot bulletin, which reduces energy usage from 1,600W to 800W.

"Digital inks"

A new material, essentially helix-shaped molecules of synthetic cholesterol currently called "digital inks," reflects light like printed posters. Also, like posters, these displays (somewhat analogous to liquid crystal) require nighttime illumination from a remote source and only consume power when static messages are rotated.

Source: "Outdoor Takes an Eco-Friendly Route," Stephen Freitas: Signs of the Times, February 2007.

FOARE Donations

AAA thanks those who have generously donated to the Foundation for Outdoor Advertising Research and Education (FOARE). The Foundation exceeded its goal, receiving \$160,000 in 2006. Contributions were made by 323 individuals and companies. Donations made to the Foundation are given to fund the scholarship program and important industry research.

The following is a list of individuals and corporations that have contributed since the publication of the fall/winter FOARE Cast newsletter.

Individuals:

Borden, Mark	Laible, Myron
Bullock, Frank	McCarty, Brian
Callahan, Mick	McIlwain, Jim
Eglin, Connor	Meyer, Paul
Graves, Terry	Voigts, Olivia
Guild, Steve	Werlinich, Marci
Klein, Ken	Yarmark, Bradley
	Young, Gwynne

Groups:

Alliance Riggers and Constructors
 Allison Outdoor Advertising
 Assessment Counseling Services
 Carlton Fields Attorneys at Law
 Clear Channel Outdoor
 Collins Outdoor Advertising
 Cook Family Foundation
 Dunning Electrical Services
 Florida Outdoor Advertising Association
 Infinite Possibilities Foundation
 Jones Media
 Keleher Outdoor Advertising
 Ken Spiker and Associates
 Lamar Advertising Company
 Maintenance Unlimited
 Maser Security Alarms
 Merchant Group
 Mimbela Enterprises
 N.D. Electrical Construction
 NextMedia Outdoor
 Outdoor Advertising Foundation of New York
 Reagan Outdoor Advertising
 Richard Hamlin Attorneys
 Steen Outdoor Advertising
 Stott Outdoor Advertising
 Sureteck Industrial & Commercial Services
 Western Electrical Sign Supply
 Young Electric Sign Company

The Foundation particularly thanks Bill Reagan, Reagan Outdoor Advertising, and Gene Leehan, Clear Channel Outdoor, for their efforts in making 2006 a successful year for the Foundation. •



OAAA EYE Catcher



Ogilvy Activation recreated the magic of *Rapunzel* by hanging an 80-foot braid of golden hair from a high window in the busy central district in Bangalore to promote the Festival of Storytelling. •

National Convention Spotlight: Jim Collins

Jim Collins has invested more than a decade in researching successful companies. Collins has authored or co-authored four books including the classic *Built to Last*, a fixture on the *Business Week* bestseller list for more than six years, and the *New York Times* bestseller, *GOOD TO GREAT: Why Some Companies Make the Leap...And Others Don't*. His work has been featured in *Fortune*, *The Economist*, *Fast Company*, *USA Today*, *Industry Week*, *Business Week*, *Newsweek, Inc.*, and *Harvard Business Review*.

Driven by a relentless curiosity, Collins began his research and teaching career on the faculty of Stanford's Graduate School of Business, where he received the Distinguished Teaching Award. After seven years at Stanford, he returned to his hometown of Boulder, Colorado, to found his own management research laboratory.

Collins uses the laboratory to conduct large-scale research projects to develop fundamental business insights and then translates those findings into books, articles, and lectures. He continues to conduct rigorous research while maintaining an active teaching schedule with leaders in the corporate and social sectors.



Jim Collins will present the opening keynote address at the 2007 OAAA National Convention and Trade Show on Monday, May 7. Register for the national convention by visiting <http://www.oaaa.org/convention/> or contact OAAA at 202-833-5566 for more information. •

Biz Buzz

Au Bon Pain



Au Bon Pain has launched a series of ads to set the tone for the brand's redesign. Simple creative and copy highlight the chain's hazelnut coffee, roast beef and herb cheese sandwich, pumpkin muffin, and a salmon and wasabi cream cheese sandwich. The ads say "Joe, meet Hazel," "Smile and say herb cheese," "Feel all warm and pumpkiny inside," and "Wake up and smell the wasabi." Full Contact created the ads. Outdoor and print ads will be launched soon, a first for Au Bon Pain.

ProFlowers

The message of BBDO West's first campaign for ProFlowers is simple and direct: Customers who care enough to give a gift of flowers should send the most beautiful arrangement they can find. Titles ask, "What message do your flowers send?" The tagline: "Send love, not like." Outdoor executions include floral art with messages such as "Love is roses. Like is carnations substituted for roses," and "Love comes fresh from a field. Like comes from a florist's cooler." •



FOARE Scholarship News

As a result of generous support from donors in recent years, FOARE has expanded its scholarship program. The program is designed to help students who are connected to the industry and committed to its future. Applications will be accepted starting March 1, 2007 until June 15, 2007. The 2007-2008 scholarship application is posted on the OAAA website. Visit <http://www.oaaa.org/foundation/scholarship.asp> to download the forms. •

2007 Trade Show Sponsorship Opportunities

Promote your company at the OAAA National Convention & Trade Show. A sampling of sponsorship items include registration bags, portfolios, caps, thumb drives with convention content, gift items found inside the registration bags, and more. For a complete list of options, costs, and special services for your company's promotion, please contact Marci Werlinich at mwerlinich@oaaa.org or call the OAAA office at 202-833-5566. Opportunities are going quickly, so inquire soon.

OAAA New Member List

Alternative Media Member

SeaAdPower

Affiliate Members

National Caves Association

Transit Media Member

SecurityPoint Media

Advertising

Out of Home Connect •

On the Road



Stephen Freitas will be in New York on February 8 attending an ad industry e-business meeting at the AAAA office. •



Outdoor Outlook is produced by the OAAA as a member service. Previous issues can be found at www.oaaa.org.