

Other

Advertising™

The Magazine for Nontraditional Marketing

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Your
Way

Television Takes Targeting Tips from Nontraditional

I'm
Where
You Shop

Got
30 mins?

I'm
Where
You Work

Narrowcasting: A Little Slice of Mass Media

Targeting With DVRs

SPECIAL TECHNOLOGY GALLERY - WHERE TECH AND ADVERTISING MINGLE

Technology

Showcasing advertising's tech side

By Adam Sohmer

Try these factoids on for size: Millions more photographs are taken annually now than ever before. More music is being heard as the content of hundreds of CDs is compressed into a box the size of a cigarette pack. Children are redefining how they communicate with their peers by sending text, voice, music, games, images, audio and video with pocket-sized handheld devices. People are dictating how, when and even where they see broadcast television. Technology has always been a powerful tool and over the last few decades, it has become an essential tool for advertisers as well. Here is a collection of emerging technologies which may provide insight into where you'll be placing your next ad.

Dimensional Dementia

Provision Interactive Technology's 3DEO displays might make advertisers believe they are hallucinating—not because they are seeing a three-dimensional image floating in space, but because they're all wondering what took the hologram so long to find a marketing application. Costs have kept holograms shelved despite their popularity but Provision has found a way to make it work. The 3DEO creates three-dimensional, full motion images that may just convince a multiplex patron Sno Caps are better than M&Ms. 3DEO is one of the first products to actually adapt the technology for modern-day marketing. Whether it's POP, a train station, or the taxi line at JFK, 3DEO messaging grabs consumers by the collar with cool tech and delivers a message they just can't escape.

Because its content is routed over high-speed internet connections, ads can be changed on the fly; addressing 8 am commuters with morning coffee and noontime tourists with theater tickets. Likewise, it can address shifts in promotion implementation where, if the program isn't working by 2 pm, a new one can be put in place by 2:05. Looking ahead, LA-based Provision wants to send their apparitions to your living room through satellite and broadband delivery.



Gallery



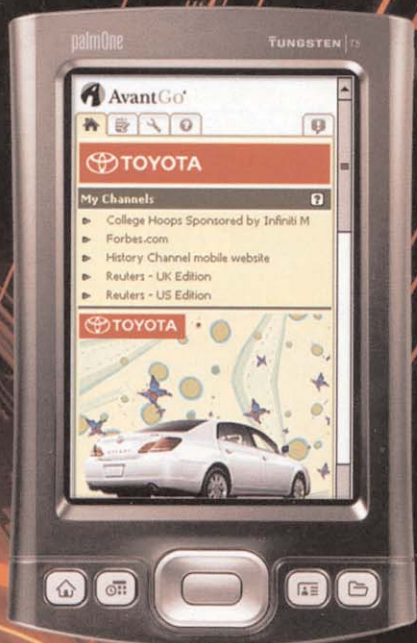
Vasily Vinogradov

Instant (Commercial) Messaging

PDA's began life as glorified little black books, but the advent of wireless technology and demand for more useful functions has turned these pocket-sized beauties into high-tech Swiss Army knives. TanCher Corporation, located near Chicago in Park Ridge, IL, has developed a new type of PDA which combines traditional functionality with a practical classroom application. Developed with students and educators in mind, TanCher's PDA is designed to be an OEM product marketed by wireless carriers and ISPs. School announcements and assignments will be beamed to students over the local network; they, in turn, will be able to enter chats and IM sessions with the sole purpose of finishing their homework. (Stop smirking.) Its marketing applications are not secure, nor is the PDA wholeheartedly accepted by educational institutions. However, depending on the deal cut between the provider and the school district, schools could create a schedule for ad placement (during recess, lunch), just as a broadcaster allocates time periods for commercials and PSAs. Parents concerned about the marketing angle are likely to be mollified by the control they and instructors will have to monitor grades and assignments. What will dogs survive on without report cards and homework to eat?

Going Your Way

Personal digital assistants (PDAs) have grown very powerful and functional over the years and people tend to grow attached to them as tools for information management and as storage lockers for their brains. AvantGo delivers a wide spectrum of content right to the PDA. You connect your PDA to your computer, your computer connects to the Internet to gather the content you want and then forwards that content to the PDA. Parent company iAnywhere has agreements with hundreds of content providers: broadcast and cable networks, magazines, newspapers, Web sites and more. You choose the content you want and it's like getting a custom-built newspaper every morning. After five years in operation, the company claims to have gathered 10 million subscribers worldwide, of which 85 percent are males between the ages 24 and 54. Users get the content for free, and of course, the advertising comes with it. According to iAnywhere, click-throughs with AvantGo are five to ten times higher than with typical Web banner ads and advertisers experience 10-20 percent conversion rates. Recently, the interface went through its first major overhaul which enabled wireless PDA users to keep content fresh on the go. They have also seriously upgraded the design so ads and content look party.





Ear Factor

Before the advent of surround sound, audio technology had been at a standstill pretty much since stereo was invented (no, Dolby doesn't count). So when American Technology Corporation of San Diego announced Hypersonic Sound (HSS) Technology, you got the impression audio might be on a roll. HSS is a remarkable system poised to replace pervasive in-store audio announcements (Attention K-Mart shoppers) with directional audio beamed to specific spots. More than just a relief for employees who've been sabotaging in-store speakers and televisions that drone on and on throughout the day, HSS communicates an advertiser's message in the most focused manner imaginable. Step in front of the seafood case and hear promotional announcements pitching shrimp scampi mix, but pass by the butcher's station and learn that porterhouse is only \$1.29 per pound. Although there are many applications for this technology, for advertisers the greatest impact of Hypersonic Sound Technology will most likely be felt at point-of-purchase, where 50% - 70% of all buying decisions are made. It's one thing to have a little voice inside your head pushing you to buy a bag of chocolates, but if it comes complete with a catchy jingle and limited time discount, then resistance may be futile.



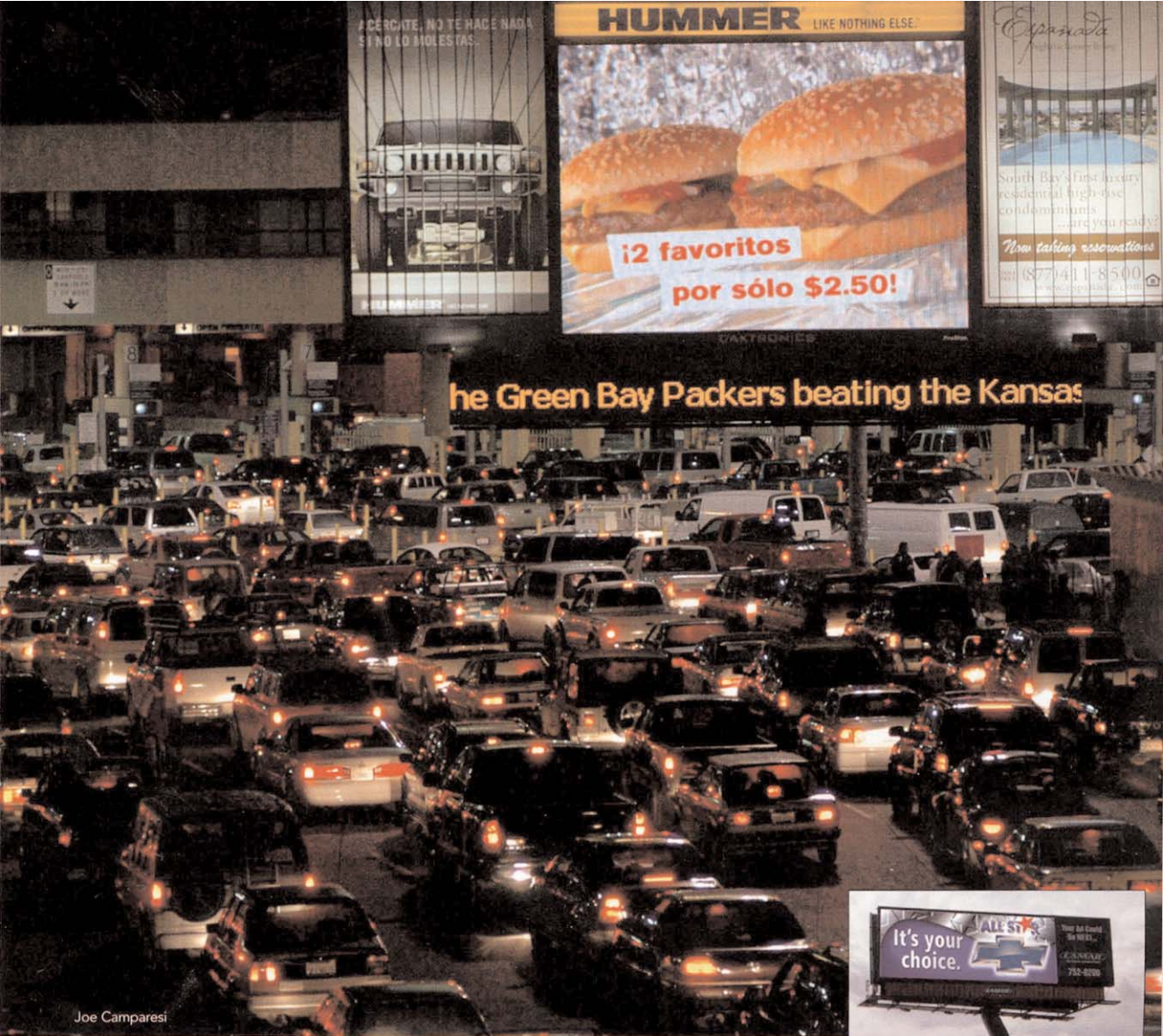
You Gotta Network

The last thing that coveted young male consumer with a TiVo is going to give a hoot about is an old-fashioned :30. Instead, let his diversion of choice become the advertising medium. Video games capture the attention of every single 18-34-year-old brain cell. Placing virtual billboards not only gets in their line of sight, but gamers generally react positively to ads when they bring added realism to their gaming experience. But it is time to think beyond billboards. New York-based Massive Incorporated has launched the world's first video game advertising network serving live ads into virtual billboard spaces. And their next generation of in-game ads presents new ways to get brands into the game. Driving games will feature 2005 models programmed to simulate a truer driving experience. In other cases, Sal the Mafia boss may strut out of a store holding a can of Coke. And because the network is live, a slightly older demographic may see Bob holding a Budweiser after 10pm. Massive is looking at audio and video solutions to play ads on virtual in-game media like car radios and televisions. With Nielsen numbers just released showing young men spending more money on video games than music, Massive appears to have good timing.

The Stadium Medium

In television advertising, sports fans' interests are pretty predictable making it easy to market to them. But if given the opportunity, why not go after the cream of the sports fan crop – those willing to pay 75 dollars a ticket and seven dollars a beer to see their favorite team? Arena Media Networks based in New York City is currently launching a digital signage network designed to deliver this valuable audience. And while stadiums are already choc full of signage, Arena Media Networks differs in two ways: Its boards are located where people stand in line like concession stands, and the company is developing a network of multiple stadiums which will make the media buy far more attractive. Currently the network is in eight stadiums with between ten and twenty signs per location. Stadiums in the network include the FleetCenter, Boston; Shea Stadium, New York; the Arena in Oakland, Oakland Calif.; the MCI Center, Washington, D.C.; the American Airlines Center, Dallas; the SBC Center, San Antonio, Tex.; Dolphin Stadium, Miami; and Conseco Fieldhouse, Indianapolis. Sports Media Networks' Arena Networks division displays content managed by a third party in Georgia, and includes sports scores, news headlines, music trailers, and stadium calendars of upcoming events.





Joe Camparesi

Taking the Bored Out of Billboards

A billboard is a billboard is a zzzzz.

Nobody knows this better than Daktronics, the company that has been infusing outdoor signage with visual adrenaline for close to 37 years. Daktronics started out making scoreboards and statistics systems back when the medium was simply a series of light bulbs flashing to create herky-jerky animations. Jump ahead to the modern era. Daktronics now uses LED displays running on minimal electricity to create maximum impact in some of the most prominent locations on the planet; including this enormous billboard located at the U.S./Mexico border (operated by Border Billboards of Las Vegas), and numerous displays in Times Square over the years. Billboard space provider Lamar got in on the act too, purchasing ten electronic billboards from Daktronics for its recently launched SmartBards program (see inset). For a high-tech approach to marketing, the system is remarkably flexible, with messages changed nearly as fast as a facility manager can type. Announce a price drop at the drop of a dime or highlight burgers at noon and vodka at night. LED signage may offer strong benefits for a facility's owner, but advertisers have even more to gain. Targeted messaging at specific times of day ensures the best return on the dollar, and, unlike traditional plain-Jane billboards, images come alive when the sun goes down.