

## The Spike of Angels - May 2011

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### Let's Take This Outside

- Stopping Power!
- Worth A Thousand Words
- Outdoor Buffet

### Let's Take This Outside

#### **Stopping Power!**

Outdoor Advertising brings Clout to your campaign.

Crisp, smart, vibrant images, larger than life, gaze back at you from landscape posters for months at a time. Your driving pattern fulfilling the requisite repetition.

Around the next corner is a bold, backlit, colourful Transit Shelter with a 4' X 6' in your face presence that delivers for 24/7 whether you're walking or driving.

The emergence of the Internet and Social Media has certainly forced many 'Traditional Media' to reinvent themselves to ensure relevance and dynamism for their clients.

Many Outdoor signage suppliers have risen to the challenge with enhanced graphic options on their inventory, some with scrolling capabilities, others with murals painted prominently on building walls. Still others have carved new niches by putting arresting visuals in elevators, underground parking garages, or wrapping vehicles. Still others have integrated their creative into the infrastructure to become a seamless part of the landscape.

Creative teams have been salivating with this new and evolving potential, and enterprising clients have turned Transit Shelters into mini boutiques, or facades of restaurants, or used one wall as a 'sandwich' to profile the product in memorable fashions.

Outdoor Advertising is the embodiment of the now iconic expression

#### **A Picture is Worth a Thousand Words**

(often attributed to Mr. Barnard in Printer's Ink magazine in the 1920's)

If you can distill the essence of your message to a few powerful, memorable words, supported by the quintessential image, then you've struck gold!

When you're ready to use outdoor advertising, look around and see a staggering **Outdoor Buffet** of media choices:

- **Horizontal Paper Posters** (10' High X 20' Wide – That's as big as a good size kitchen floor)  
(Those with Translucent Vinyl are referred to as Backlits)
- **Transit Shelters** (TSA's) 4' Wide X 6' High)
- **Scrolling Transit Shelters** – A dozen advertisers on one spool, and the ads scroll in sequence like a window shade
- **Superboards** (some 10' X 44' others up to 14' X 48'- as big as a swimming pool)
- **Vinyl Wraps** around Buses, Commuter Train Cars, Vehicles
- **Mobile Billboards** vinyl or paint, on 48' Highway Semi Trailers
- **Taxi Top** Triangular Faces
- **Bridge Overpass** Signage
- **Electronic Message** Signs
- **Cling on/Stick-on** signs on shop windows and doors

This list is by no means exhaustive, and many of these formats have been adapted for positionings in malls and airports, university campuses and commuter train and bus stations.

Every supplier and every advertiser who utilizes these assorted canvases recognizes the vitality and memorability of a short message delivered with a vibrant picture.

If you're looking to get in your customers head, meet them outside.

## Who Are We?

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First Impressions Media is an independent Canadian owned and operated ad placement agency. We're passionate about making your advertising be the best it can be. **Your Advertising. Well Planned. Well Spent.**

## Contact Information

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