

HERE AND READY: POSTERSCOPE USA



Since re-branding in 2006, Posterscope USA's newly announced President, Todd Hansen and his team have been flush with ideas. Having converted an entire intersection in downtown LA into an advertisement for CBS networks, they followed up by gaining national attention through their outdoor campaign with adidas, which made the front pages of both the Los Angeles and New York Times.

Globe caught up with Hansen at his California residence to find out 'what's next for Posterscope USA?'

It has been a good year for Posterscope USA according to Todd Hansen. The re-branding of Outdoor Vision has been almost invisible externally, whilst internally, Posterscope USA has installed better tools and fully aligned itself with its global family.

Posterscope USA Full Service has also been launched, offering both creative and production services which have not only captured client attention but also created a unique niche within their sector. As the only media buying agency of their size with the ability to provide both creative and production options, Posterscope USA have enjoyed an influx of RFPs for their creative services.

"Clients often approach us with creative ideas that would not translate well in an outdoor campaign," explains Hansen. "We take those ideas, resize, reframe and move or adjust them to create more visual impact, providing fully branded out-of-home (OOH) campaigns from digital to traditional."

And combined with their entrepreneurial spirit of 'trying anything', the newly launched Posterscope office has had some significant wins.

"We've just accomplished great outdoor campaigns with adidas and CBS networks," enthuses Hansen. "For CBS we took over an intersection in Los Angeles. We basically owned the intersection in downtown LA, right outside the CBS offices. We bought every

billboard, put our people on the streets, setup portables, and wrapped the surrounding buildings. And when CBS launched their new fall series, we dominated that area.

“Those are the things our clients love to see us offer”, he continues. “Anyone can buy bulletins. But how do you get clients something special? By doing something people say can’t be done.”

The OOH industry is strong, with an annual spend close to \$7b in the US, but that only amounts to 4-5% of the media spend overall. “Because the US is so vast, \$7b seems a lot but when you look at the overall market spend, there’s still significantly more commitment to broadcast and print. However, Posterscope’s OOH growth projections for 2007 are still large.”

And as the OOH market continues to evolve with digital and outdoor merging to create a powerful hybrid, the hottest channels for delivery are online and mobile devices. In order to fully explore these emerging opportunities, Posterscope USA has launched its Hyperspace division.

Hyperspace keeps track of the ever-growing array of new formats, technologies and non-traditional or ‘ambient’ offerings in order to better understand their potential. Expertise in digital delivery is becoming critical in order to identify effective solutions for clients’ needs.

“OOH and online are beginning to merge through Bluetooth and text messaging technology,” says Hansen. “Hyperspace will be buying, understanding, recommending, and managing all digital components, including LED billboards, digital production technology, and in-store: basically, everything that has to do with digital here in the US.”

“Our clients want to talk about new technology and our digital side allows us to tap into that,” he continues. “There are enormous opportunities in traditional outdoor to incorporate digital concepts utilising Bluetooth technology. If we installed transmitters in shelters, kiosks and public transportation, for example, this would tie



outdoor into the second hottest medium which is mobile technology. The success rate of Bluetooth messages can then be monitored by counting the number of click-throughs to provided links.

“I think our largest opportunity is in digital OOH and Hyperspace will be our key component going into the future,” emphasises Hansen. “Currently traditional outdoor forms our largest source of income, but I think digital will be our primary income stream within three to four years.”

In the past, US consumers have been resistant to receiving messages and advertising on their mobile phones. A large number of people are buying Bluetooth enabled phones and the question is ‘are they now ready to be engaged’? Todd Hansen thinks so.

“The challenge for advertisers is to see if they can engage people through a text message,” he says. “Companies such as Carat Fusion and IsoBar are already researching this avenue and traditional billboard companies are installing Bluetooth. I recently attended a billboard convention where the final two speeches were dedicated solely to this topic. So, it’s coming.”

Looking to the future, Posterscope USA will be opening a secondary level market branch in Denver to join its 5 offices located in NYC, Atlanta, LA, San Francisco and their newest arrival, Chicago. They continue to grow and



gain new business, whilst seeking to leverage the new tools which have been implemented. And Hansen is confident they will deliver. "We've reached our goals for the last 3 years and are on course with our financial objective again this year."

Posterscope USA is ranked 3rd in the US markets and enjoys a great deal of independence and autonomy. "We are an entrepreneurial group of people who act as a non-affiliated agency," says Hansen. "We have a lot of clients who are not currently managed through any other part of Carat. The credit for this is due to our sales team who directly sell our products to the market, whereas our competitors only handle business supplied by their sister companies. To me that makes a big difference."

Hansen cites Coca Cola and Outback Steak House as examples of new business which Posterscope USA has won independently, and other major clients include Marriot, Pernod Ricard, Motorola, KB Homes, and RE/MAX, to name a few.

Posterscope USA has firmly established itself in the market place. With an attractive core offering for clients, their aim is to become the established industry leader in technology, tools and research. "We are here and we're ready," concludes Todd Hansen.

Case Study: adidas

TERRITORY: Las Vegas
TARGET: NBA All-Star Fans -
 February 2007
BUDGET: \$3.0 Million

The campaign was set to commemorate the 11-year anniversary of adidas' partnership with the NBA at the 2007 NBA All-Star weekend in Las Vegas and unveil the new team jerseys, which for the first time in NBA history, now display adidas' three-stripe logo.

"We wrapped the Statue of Liberty at the New York, New York hotel and the lion at the MGM hotel in Las Vegas with jerseys, which has never been done before," says Hansen. "It got worldwide coverage making the front pages of both the LA Times and NY Times. "It's a pretty powerful visual and any time you do something on that scale - the statue is 250 feet tall and the jersey is 165 feet long - it will grab attention."

Results:

- Created three wallscales along Las Vegas Blvd:
- The MGM (largest ad in U.S.), The Luxor, and Bally's
- Obtained permission to drape a huge adidas jersey on the Statue of Liberty and MGM Lion at opposite corners of Las Vegas Blvd & Tropicana intersection
- Held consecutive bulletins along Swenson, Paradise, Las Vegas Blvd and Tropicana
- Displayed adidas on 700 taxi tops (one of every three tops were adidas branded)
- Occupied all banners in baggage claim at the airport
- Took over fashion show mall with paid media as well as promotional events including an adidas runway show

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