

This Is How We Roll: **Monthly Driver's Edition**

JULY 2020/ do it outdoors media newsletter

Special Message:

We wanted to share again our deepest sadness that Susanne has decided to move onto the next chapter of her professional career. She, along with her professionalism, drive and knowledge will be sorely missed but not nearly as much as her love for each of us.

Although we all know that filling her shoes is impossible, we are forging forward with promise and excitement for the future. As the country continues to emerge from the current pandemic, advertising opportunities have started to really fly in the door and we look forward to a busy next 5 months.

I hope each of you is ready to get out there and show our clients what we, as a company, are made of. Let's all remember that we need to put our best foot forward. We are an advertising and media company pushing a client's brand. Sparkling units, crisp vinyls and a smile mean more to clients than you know.

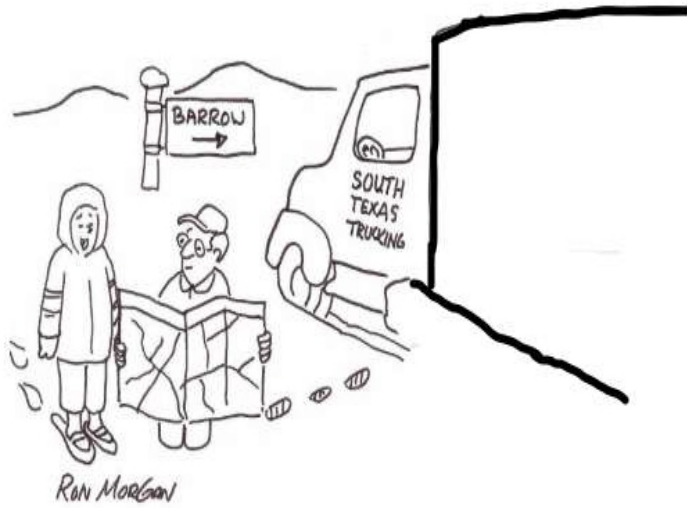
Fun Fact:

Did you know that do it outdoors has been rolling since 1997? Our very first mobile billboards made a debut at the World Series in 1997 **23 years ago!** Do you know who the client was???



Sam and Sarah saw seven sharks while swimming. Now how many S's are in the sentence? The answer is on page 6.

Celebration Time: It's all about You



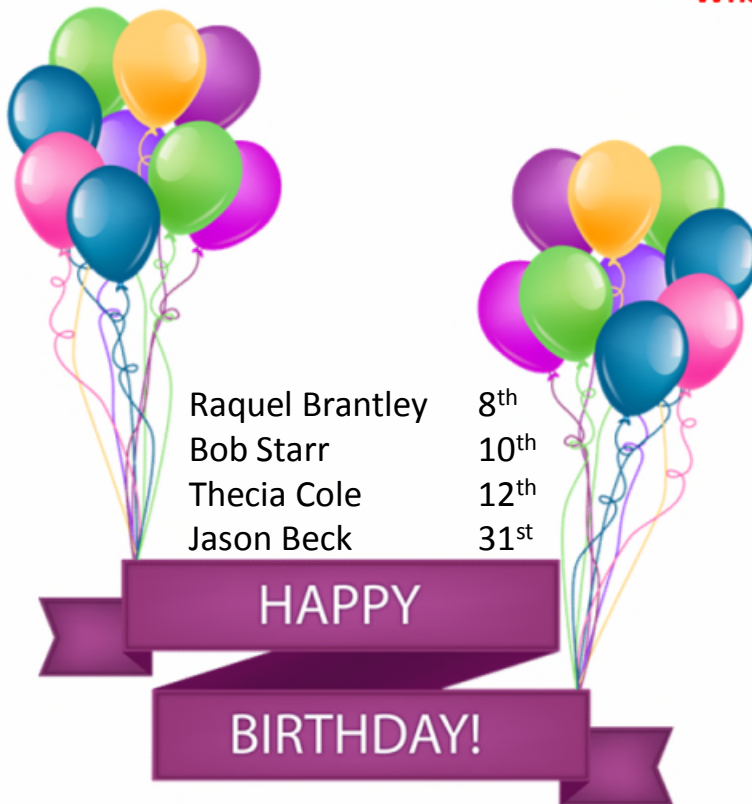
"I assume your GPS is not working."



On your Years of Service:

Rob Harper	7/5	3 yrs.
Diane Utz	7/20	22 yrs.
Ivan Lawrence	7/26	2 yrs.
Ben Anderson	7/27	3 yrs.
Rene Santiago	7/30	3 yrs.
Karl Ansel	7/31	1 yr.

What!!!! Diane, 22 years!!!!



Raquel Brantley	8 th
Bob Starr	10 th
Thecia Cole	12 th
Jason Beck	31 st

Safety and Wellness:

July's Tip:

AVOID DEHYDRATION

Staying hydrated is important, especially when you exercise. Even a two percent loss of body weight through sweat, about three pounds for a 150-pound person, can be dangerous. Weigh yourself without clothing before and after exercise to measure fluid loss. Each pound lost is equivalent to about two cups of water. Monitoring urine color is also helpful; clear to yellow colored is optimal.

Sources: [Academy of Nutrition and Dietetics](#)



Partner Spotlight:



This month we look into CAVA Grill. The largest Mediterranean style fast casual dining chain in the country with nearly 80 locations. CAVA was founded in 2006 in Rockville, MD by three first-generation Greek-American friends, one of which is a chef.

Along with their restaurants, they also have a line of dips and spreads available at all Whole Foods locations. Zoës Kitchen, who is a subsidiary of CAVA and Headquartered in Plano, TX has over 250 locations in 17 states. Zoës has the same type of Mediterranean style based menu so with a little luck and hard work, maybe we can run campaigns for them as well.

They have a very interesting story and delicious looking menu featuring salads, pitas, bowls and plates filled with chicken, lamb and falafel. If they ever open one up here in Vegas, I'll certainly try them out.

For those of you not exposed to CAVA yet, we ran two campaigns for CAVA at the end of 2019 and have three on the books so far this year with the potential to run more. We have primarily run in MD and CO but start a campaign in PA later in July. This is exciting stuff since many restaurants around the country are being hurt by Covid-19 restrictions, these guys keep pushing advertising so let's continue to exceed their expectations.

"Because we believe you shouldn't have to choose healthy over satisfying. And you shouldn't have to choose substance over flavor. You can have it all and we work hard every single day to make sure that promise stands."

Sounds and looks good to me as my mouth waters!!!



Photo Frenzy:

Throwback: 2007(ish)



Happy 4th of July

This was a special “in-house” campaign we ran to celebrate Independence Day. Look at how those bright vinyls POP!

Today:

We are continuing to experiment with new and exciting ideas. We recently ran 5 units with bubble machines for **Corona Seltzer**. The agency loved it so much that already they signed on with another campaign for **Svedka Vodka** in Chicago starting around September 1st.



Keep in mind:

Changes and Reminders:

Shadowfencing campaigns are gaining a lot of steam. **Shadowfencing** allows us to trigger a mobile geofence via GPS integration to our mobile billboards. The GPS integration automatically changes the targeting parameters to serve ads within close proximity of the mobile billboard. Then, the ads continue to *shadow* the mobile billboard wherever it drives. The result is that the mobile billboard message is immediately echoed with a corresponding mobile display ad.

do it outdoors has started offering clients a CTR (Click Through Rate) guarantee above industry standards. We are the first and only OOH company to offer such a guarantee so it is a huge selling point for our sales team.

Shadowfencing works through the RoadNet application, so **any time you are on a shadowfencing campaign you MUST be logged into RoadNet**. If you have any issues please notify us immediately so we can rectify the issue and hold up our end of the guarantee to keep our clients coming back for more.

More information about how **shadowfencing** works can be found on the following page.



Editors:

*Clark, Tim, Bronson, Jon, Rob,
Thecia and Diane*

The answers is 1.

SHADOWFENCING

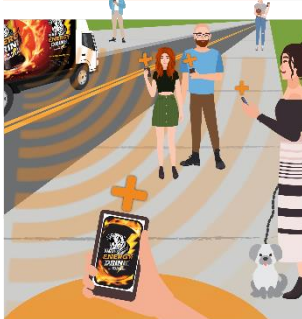
A geofence that shadows the mobile billboard – wherever it drives!



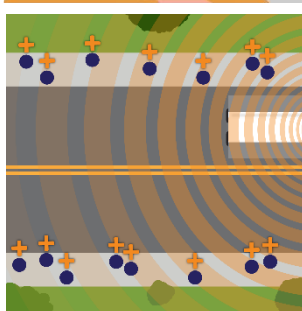
1. Out-of-home media reaches people where they spend 70% of the time... such as at this coffee shop.



3. A mobile display advertisement for an energy drink appears on his phone, just as a mobile billboard pulls in front of the café.



5. As the mobile billboard drives down the road, additional mobile users are being served the mobile display ad to their own devices.



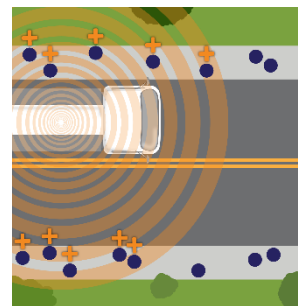
7. The shadowfence leaves a **5-minute trail** to continue to deliver mobile display ads to people who just saw the mobile billboard pass by.



2. A mobile user is on the coffee shop's patio, reading the daily news and drinking his coffee.



4. We are confidently serving mobile display ads to the **same OOH audience in strategic locations** for a 1-2 punch.



6. **GPS integration automatically changes the targeting parameters in real time**, reaching those in closest proximity to the mobile billboard.

+ We retrieve **first-party data** to curate an audience of OOH viewers based on devices served impressions within the shadowfence. We can retarget those who were within close proximity to the OOH ad. And, we can apply **verified walk-in data** to prove a retail visitation originated from a direct 1-to-1 exposure of the mobile billboard.

REAL-TIME, REAL WORLD DIRECT CORRELATION

Deliver a complementary mobile message as the mobile billboard drives by in immediate proximity. GPS coordinates are reported every 60s and applied in real-time for bidding on ad exchanges...while the mobile billboard is moving. Ads are served to devices within 200m of the unit for a high-degree of confidence that the user is in line of sight of the OOH message. The previous 5 GPS coordinates are stored, so we continue to trail the mobile billboard with mobile display ads to capitalize on ad recency to improve recall and conversion. We capture device info in direct exposure to the OOH message for retargeting, audience insights and attribution.

48%

of us are more likely to click a mobile ad after seeing same OOH ad
// Ocean & NeorInsights



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