

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

07

NOVEMBER 2020/ do it outdoors media newsletter

Special Message:

We recently received a lot of praise for our attention to detail from **Constellation Brands** (Svedka, Corona, and Woodbridge).

A few good things they had to say about us –

- “only want to work with do it outdoors for all our MBB’s because I trust your work”
- posting photos day of start
- in-market photos the following week and mobile digital highlights
- immediate acknowledgment of concerns from the ground
- staying ahead of issues/being proactive and including them in situations
- feeling secure and that campaigns are being evaluated constantly

Sarah, our **VP of sales**, also added this little note –

“Overall, I was and am so proud of everything we do to provide campaigns that our clients can rest assured will be executed to the very best of our abilities! Thank you and please share this praise with our drivers & Ops – they play a very big role in this!!”

GREAT JOB EVERYONE. This is why we have been the best mobile billboard company since day 1.

New Hires

<u>Name</u>	<u>State</u>
Sid Jewell	SC
Chris Ryan	FL
Glen Howell	FL
Ricardo Ortega	NV
Gary Rausin	TX
William Brickhouse	NV
Michael Andress	TX
Matthew Martinez	TX



Grandma and Grandpa had six children. Each of those children grew up and had four children of their own. Those children all grew up and each one had two children. Everyone is coming to Thanksgiving dinner at Grandma and Grandpa’s house. How many people will be at the table? Answers are on page 7.

Photo Frenzy:

Throwback: 2015



We used to run multiple **one day** campaigns for various alcohol brands targeting college football games across the country. Yes ONE DAY. We'd fly or drive in to different cities to run one day. A couple weeks later and we'd do it all over again. Honestly these were some of my favorite campaigns. So much fun.
Photo taken by: Jon Richmond

Today:

The alcohol industry is booming and they have been spending lots of money in OOH advertising. We have had numerous lengthy alcohol campaigns this year such as; Woodbridge Wines, Budweiser, Corona, Crown Royal, Pendleton Whisky, Tito's and Svedka. Most of them ranging from 20-40 days in length. How awesome is that!?

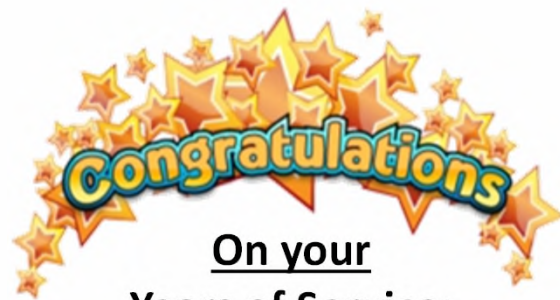
Photo taken by: Rene Santiago



Celebration Time: It's all about You

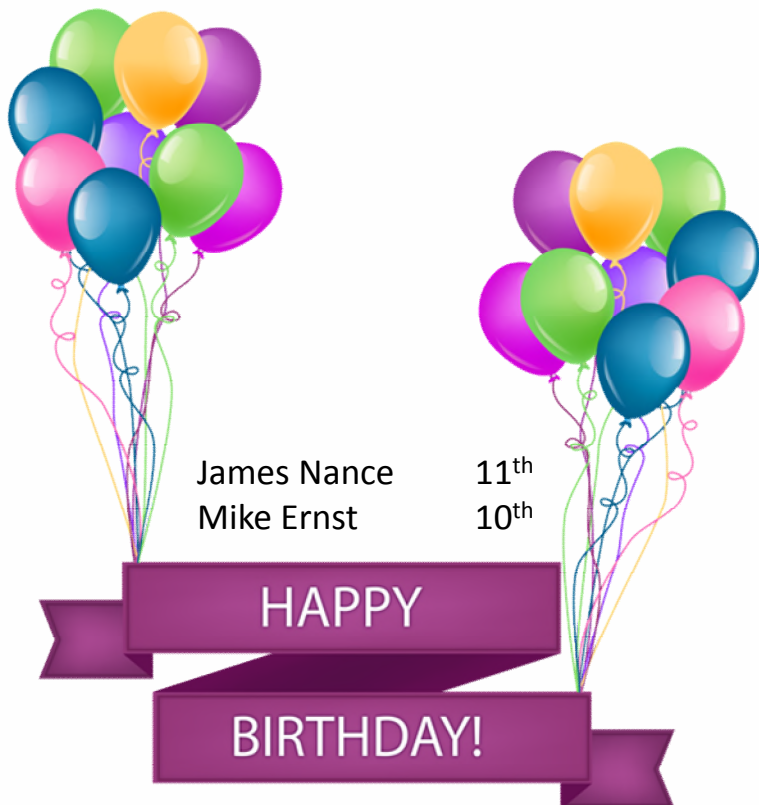
Our Family of Drivers

When you completely trust another person, you will end up with one of two outcomes. A friend for life or A lesson for life. Both, regardless of the outcome, are valuable.

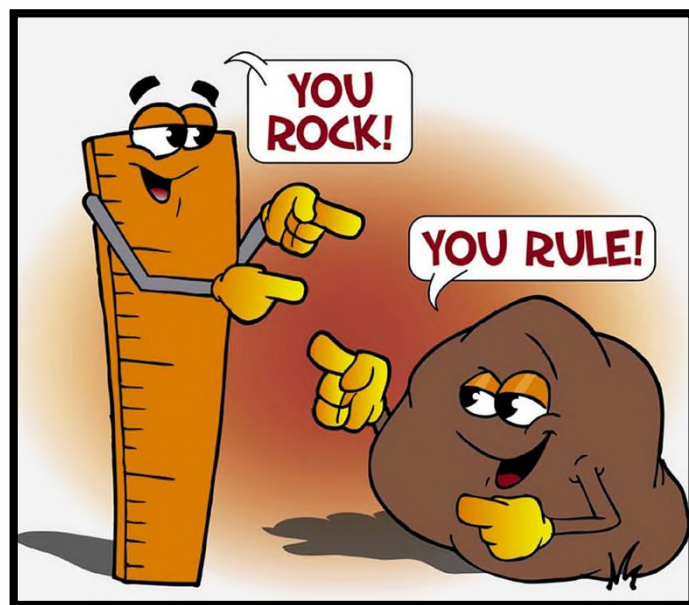


On your Years of Service:

Mike Ernst	16 th	5 yrs.
Joe Burks	16 th	4 yrs.
Jermaine Bridges	8 th	3 yrs.
Raquel Brantley	6 th	2 yrs.
Tyrone Charles	4 th	1 yr.
David Wilson	12 th	1 yr.



James Nance 11th
Mike Ernst 10th



Fun Fact

According to a survey conducted by Media Dynamics, Inc. people are exposed to up to 5000 ads every day! And, you might not know this, but lots of people actually see these ads on billboards and automatically read what's written on them

Safety First:

W A L K I N G

20 Benefits Of Walking

1. Helps with weight management
2. It's accessible to everyone
3. Doesn't require special equipment
4. One of the easiest ways to get more active
5. Reduces symptoms of depression and anxiety
6. It's a low impact exercise
7. Lowers low-density lipoprotein (LDL) cholesterol (the "bad" cholesterol)
8. Raises high-density lipoprotein (HDL) cholesterol (the "good" cholesterol)
9. Lowers blood pressure
10. Reduces the risk of some cancers
11. Helps reduce risk and aids with the management of type 2 diabetes
12. Improves mood
13. Helps maintain strong bones
14. Reduces the risk of heart attack
15. Less likely to lead to injuries
16. Reduces stress
17. Reduces risk of heart disease
18. You don't have to pay for it
19. Builds aerobic fitness
20. Helps maintain lean muscle tissue



SIT LESS, MOVE MORE

Do you spend long hours sitting at work or at home? If so, **set a reminder to get up and move** every 30 to 60 minutes. This month, **challenge yourself to break up a period of prolonged sitting** on at least three days per week. Changing positions, stretching, and moving more often is good for your muscles, your mind, and your overall health.

Source: *American College of Sports Medicine*

Partner Spotlight:

Shopping Made Easy!

Whether it's Jewel Osco, FoodMaxx, H.E.B., Tom Thumb or one of the countless other grocery chains we are partnering with this month, we love all our grocery chain clients.

As I'm sure you've all noticed, grocery shopping online has become popular over the last few years but has seen an enormous spike in 2020 due to Covid-19. Most, if not all, our grocery partners are focusing on this as a new source of revenue and business as it will certainly continue to grow as it becomes more and more wide spread and popular. The consumer likes easy and this is easy.

Many of these store chains are regional but are owned by, or part of, larger chains across the country. When running any campaign or stocking up at home, please look into it and shop at these locations or partner chains. They are spending advertising dollars with us, let's return the favor and support them as well. Food retailers can and should be seen as vital partners as we work to develop local and regional grocery business.

"I followed my heart and it led me to the fridge"

Driver Discovery:

William Rangel



Originally from Alaminos, Pangasinan, Phillipines, William now resides in Las Vegas, NV. He was hired on as driver for **do it outdoors** in August, 2012

William is motivated by wanting to help his daughter get her Master's Degree. She is pursuing a degree in Social Services at California State University of Long Beach. He says he couldn't be more proud of her.

He lives his life by the motto "Try and try again until you succeed". He also shared a quote in his native language of Tagalog "*Hindi ka makakarating sa paroroonan mo kung hindi ka marunong lumingon sa pinanggalingan mo*" translated in English it means: "You will not be able to reach your destination if you do not know where you came from" Very wise words.

When asked about his favorite campaign, William says that they are all the same. He just prefers the longer ones so that he can cook and prepare his meals for the week. He loves to cook, even in his down time. This is probably what you'll find him doing on his off days. His favorite things to cook are Pork Adobo and Tinola.

His most surprising campaign was in Forks, WA. A small town where they shot the movie about the vampires (Twilight). He states "Every time I start my campaign in the morning I get a ghost bump" haha!

While driving around, William loves to listen to Joel Osteen's podcast. He says he is amazing and will lift your spirits up. He also enjoys listening to country music.



William wants everyone to know that he respects everybody. (Anyone that's met him can tell you this). He tries to be a better person and a hard worker.

He also loves driving and being able to get to different places. He says "I've met a lot of drivers that are really nice people. This is an amazing company"

Keep in mind:

Reminders:

- Hotel folios get sent to paperwork@doitoutdoors.com
- Receipts get sent to receipts@doitoutdoors.com
- Roadnet needs logged into daily when running a Roadnet route
- It is mandatory to print your route for EVERY campaign. Roadnet and MapPoint routes
- Receipts must be documented on an Expense Form. Put your name on receipts.
- Campaign start/end times are based on unit movement, not ADP time punch. Please ensure you're moving no later than 15mins of start time, and don't stop prior to 15mins to end time(inside of geofence).
- When entering shipper and commodity in your xrs log – manifest = n/a; shipper = do it outdoors; commodity = the client's name (T-Mobile; HEB, UPS, ect.)

Out and About:

If you're ever in the Los Angeles area check out the California Science Center. It's a free museum that has the Space Shuttle Endeavor out on display. Or you can go to the San Pedro Harbor area which has a lot of maritime and early L.A. historic displays. You can also find some good eats and cool vintage record stores down there.

REMEMBER: Keep sending us your suggestions to use in this section.

Answer: 80 People

Grandma and Grandpa = 2 / 6 Children = 6 / 4 Children each = $6 \times 4 = 24$ /
2 Children Each = $24 \times 2 = 48$ Total = $2 + 6 + 24 + 48 = 80$.

1 more possible answer can be 110, if we include husband/wife of each grown up.
Then answer would be

$$2 + (6*2) + (24*2) + 48 = 2 + 12 + 48 + 48 = 110$$



Editors:

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