

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

SEPTEMBER 2020/ do it outdoors media newsletter

Special Message:

Patterns of complacency can lead to catastrophic events. Take the **Challenger Space Shuttle Disaster** for example. They had 7 years worth of history showing that the component that actually failed on the day of the launch would in fact fail. 7 years of complacency led to the space shuttle explosion and the deaths of 7 people. Put that in our world with a couple of examples. You cover up your in-cab camera one day and aren't caught. So you keep covering it up and keep covering it up until one day you get into an accident. How do we, or the insurance companies, know that you weren't texting and driving? Another example is if your tires have no tread but we're only running a 5 day campaign so we can get by. But then its only another 5 day campaign, and another until your tire explodes on the highway. **DON'T BE COMPLACENT**. We recommend watching this one hour webinar about the events that led up to the Challenger Disaster. It's very interesting in a variety of aspects. Everyone in OMT loved it and we thought you might enjoy it also. <https://bit.ly/LessonsSpaceShuttle>

New Hires

<u>Name</u>	<u>State</u>
Jean Barthelemy	FL
Russell Rasmusson	ND
Carlton Hutchinson	TX



Lend a hand, fill a **heart**.

MOVE JUST ONE STICK
TO FIX THE EQUATION

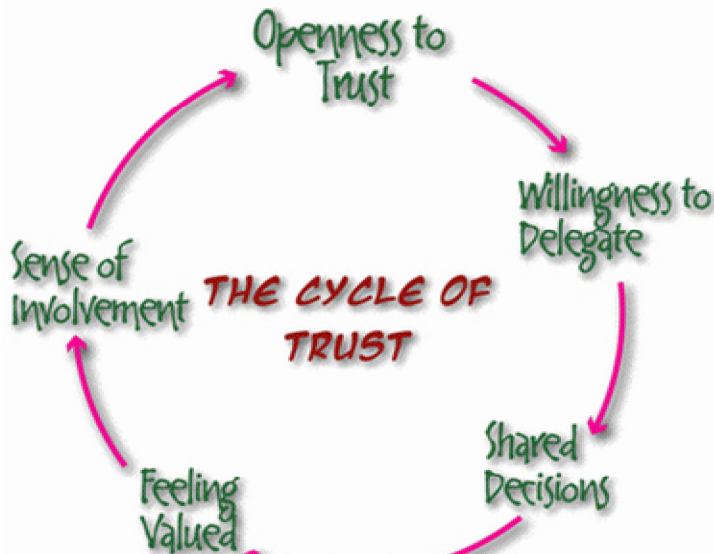
Answer is on page

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Celebration Time: It's all about You

Our Family of Drivers



On your Years of Service:

Gary Benefield	4 th	1yr.
Melissa McNerney	15 th	1yr.

Rob's Recommended Eats

I recently went to a Greek restaurant and tried a dish called Saganaki or as some people call it "Flaming Greek Cheese". It is a cheese dish that you fry and set on fire to melt the cheese and then you eat it with pita bread. Some places will bring the cheese out to your table and light it on fire in front of you and then they shout "opa"! It is AMAZING and if you like cheese and Greek restaurants you should definitely give it a try.



Diane Utz	5 th
Jermaine Bridges	6 th
Kyle Shutt	11 th
Bronson Faher	17 th
Jon Richmond	18 th
David Rios	18 th
David Pridgen	29 th
Mark LeClaire	29 th



Safety First:

SKIP NOW, PAY LATER

Skipping meals may seem like a good idea when you're in a hurry or trying to save calories. But, it often backfires by triggering strong hunger and depriving your brain of its primary fuel, glucose. This affects work performance, mood, and decision making. Eat fast and healthy mini-meals or snacks such as low-fat yogurt, low-fat string cheese, dried or fresh fruit, whole-grain cereals, baby carrots, or nuts to keep the energy flowing!

Source: *Eating on the Run* by Evelyn Tribole, RD



Photo Frenzy:

Throwback: 2000



The 1997 world series is how **do it outdoors** got their start. 3 years later were back there with a vengeance running for Budweiser in New York targeting the “Subway Series” New York Yankees vs. New York Mets. Yankees would win in 5 games.
Photo taken by: Unknown

Today:

We are running “The Official Beer of The Shift Change” campaign for Budweiser around Philadelphia. 3 units running tandem back to back the whole time with unique black and white vinyls. The only color in them is the red Budweiser can. Talk about a head turner. If you want to see a close up of these unique creatives reach out to a member of OMT.



Photo taken by: April Armstrong-Conner

Partner Spotlight:

This month we wanted to do something a little different. Instead of looking into one particular client, we wanted to look at an industry as a whole that is making a big splash with us right now, and that's alcohol.

As many of you know, we are running quite a few campaigns in September for alcohol clients including Budweiser, Woodbridge Wine, Svedka Vodka, Tito's Vodka, Corona Seltzer and Young & Co.

The question is, why have alcohol brands decided to throw millions and millions of dollars at advertising right now when the country and the world are going through what we are all going through? One industry insider thinks it's simply *"to maintain their markets, alcohol companies must continue to invest heavily in advertising and promotion; to expand the market, they must encourage drinkers to switch brands or increase their consumption, or persuade nondrinkers to begin drinking. Young people are one audience for their efforts"*.

While it appears most advertising budgets have been negatively effected during the pandemic, alcohol is one industry stretching their dollars and continuing to market their products. As most of you know, there are quite a few new seltzers out there and that's certainly one product being heavily pushed. Conversely, long standing Budweiser is running a campaign targeted hard working folks and reminding them to enjoy a cold one after their shift ends. Whatever the reason, let's all hope they continue to want to pursue the Out-of-Home medium as one of their preferred partners.

It may be a whole new world out there but one thing is certainly true, American's associate a good time, hard work and friends with a cold beverage. Cheers!!!



Keep in mind:

Changes and Reminders:

Changes: Be more alert! Seasons changing. Weather is getting cooler. It's getting dark earlier. Leaves will start falling and could become a potential slip hazard. It is deer mating season, be on the lookout for wildlife near dawn and dusk. Traffic levels are starting to get back to near pre-covid normals.

Reminders: If you're struggling with any part of your job i.e.: pictures, vinyls, issues with your route, locations non-existent... please notify a member of the Ops Team. We don't know what we don't know. WE are here to help but the communication is a two way street. Don't wait for us to reach out to you if there's a problem

Did you know?

Do you know what the (digital) **CTR guarantee** is that we are offering clients and how it works? Here's a quick sneak peak. It starts with each market having it's own benchmark. The numbers expected in Chicago are obviously higher than the numbers expected in say Iowa City, IA. We guarantee that 300% more potential customers will see your add or be fed your add through a digital device through add pushes with geofencing and Shadowfencing following the unit as we saturate the market.

Here's the exciting part. Currently as I write this, Philadelphia - Budweiser is at 433%, Verizon (multiple units in NY and Philly) is at 655% and Woodbridge Wine in Chicago ended at 892% above industry average. FANTASTIC #'s that every one of us should be proud of.

Results such as these are the reason we continue to get clients to buy into this guarantee program. We currently have 8 Shadowfencing campaigns, and 20 total units, running and that number should continue to grow as more and more clients see these results. Please keep in mind that if you don't log into Roadnet daily, if you start late, end early, miss a day... these numbers are impacted. This is huge for us as a company so keep doing what you're doing!



Editors:

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

Answer: Change the 6 to 0