



promomedia

Your brand in the real world

Who We Are



Out-of-Home Pioneers

PromoMedia Concepts has been the leading innovator of out-of-home advertising since creating coffee cup advertising in 1993. Soon thereafter, we broke new ground with pushcart, pizza box, Chinese food container and nail and beauty salon advertising. We have continued to pioneer inventive campaigns on coffee sleeves; deli, pharmacy, and take-out bags; street teams; sidewalk cafes; public seating venues and other customized promotions.

PromoMedia has a proven track record of success with hundreds of clients, including Fortune 500 companies like American Express, Continental Airlines, The Gap, Microsoft, NBC, Procter and Gamble, The New York Times and Verizon.

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Visible, Targeted, and Cost-Effective Marketing

Unlike traditional media, our place-based promotions utilize products that people naturally look at, hold and interact with, therefore resonating much longer than a typical 30 second spot. We reach people on the go, at work and at home, where they live, work and play.

PromoMedia executes targeted campaigns everywhere from major cities to suburban communities nationwide, targeting any market from an entire region or zip code down to a single neighborhood or one city block.



Products and Programs

promocup

- Coffee cups and coffee sleeves
- PromoCup direct to office

promotogo

- Pizza boxes
- Chinese food containers
- Deli bags
- Pharmacy bags
- Napkins
- Napkin dispensers
- Moist towelettes

plazadomination

- Umbrellas
- Table tops
- Barrier signs
- Pedestrian signs
- Sidewalk decals
- Sampling and special events

promocart

- Street vendor food cart umbrellas
- Street vendor food cart signage

promosalon

- Emery boards
- Posters
- Product sampling
- Magazine covers

promoteam

- Street teams
- Free coffee events
- Sampling and special events

promocafe

- Umbrellas
- Table tops

targetedprograms

- Ad agencies
- Corporate programs
- Commuter rail
- Hospitals
- Parent Teacher Associations (PTA)
- Colleges and universities
- Military bases



Your Brand in Their Hand

PromoMedia's signature ad vehicle, the coffee cup, is part of the fabric of virtually every American's daily ritual — more than 160 million people drink coffee every day. The very nature of drinking hot coffee guarantees that each person will see, hold, and interact with a branded PromoCup multiple times from the first sip to the last. When clients need to ensure millions of people will see their message, they turn to PromoCup.

The Benefits of Promocup

- Cost-effective - Lower CPM than virtually any other marketing media.
- Highly targeted customized distribution – Available from top-tier metropolitan areas to small towns across the country. National coverage by zip code, city, rural central business district, and DMA.
- Multiple impressions – Coffee is a “lasting beverage” —it stays in the public eye for an extended period of time.
- Coupons and sampling – Tear-off coupons and product sampling available.
- Corporate Cup program – Cups distributed to corporate cafeterias, coffee machines, water coolers, kitchens and corporate events.
- Advertising agency program – Cups distributed inside advertising agencies reaching key media executives at work.
- Measurable results – PromoCup provides quantifiable proof of delivery reports with photos.



“The humble paper coffee cup is the power ad-space of the caffeinated world.”
—Inside Media



promosleeve



Coffee Drinker Nation:

Similar to coffee cup advertising, coffee sleeves turn a simple every day item into a walking advertisement.

- Custom die-cuts
- Product sampling
- Thermo-chromatic inks
- Couponing

Quick coffee statistics: from deli to desktop

- More than 54% of adult Americans drink coffee on a daily basis. (National Coffee Drinking Trends Report 2009)
- Coffee is the second most popular beverage in the U.S.(after soft drinks).
- The average time it takes a person to consume a cup of coffee is 37 minutes. (Quantum 2007)
- 84% of coffee consumed in major cities is done in front of a computer

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promocart Pushing Your Message



Umbrellas-360 Degrees Above the Clutter

PromoCart stands out above the clutter with our patented pushcart umbrella, designed for maximum 360-degree visibility. Your message is highlighted from every angle showcasing them to pedestrian street traffic; car and bus travelers; and even those looking down in office buildings from above. Optimum height means your message will pop against the vibrant street life of the city.

Pushcart Signage

Signs on pushcarts deliver a lasting impression to both pushcart customers and passersby whether on foot or in buses and cars. PromoMedia has one-of-a-kind access to pushcart vendors that deliver results that are impossible to match.

Umbrellas and signs are highly targeted by street corner. Hot dog, nut, fruit and ice cream cart vendors are avenues for umbrella promotions, while coffee and donut carts are ideally suited for signage. Custom pushcart events on the street or inside offices are also available.

PromoCart Benefits

You'll Relish the Results

- Exclusive distribution network
- Patented umbrella design ensures maximum coverage
- The average pushcart generates 25,000 impressions per day
- Ability to target consumers by street corner
- Powerful message that cuts through the clutter

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"PromoCup ...[is] an ideal way to reach today's time-starved consumer in a non-obtrusive way."
—CNBC



“PromoToGo enables you to be where the people are, instead of having them come to you.”
—Paula Brooks, JL Media

promotogo

Brand on the Run Really Delivers

Perfect for delivering your message into the homes and offices of your target audience. Focusing on consumers while they go about their everyday routine and reaching them where they live, work and play. PromoToGo cuts through the jumble of media messages in a clear and consistent way, with a substantial cost savings.

Pizza Boxes

- Large surface to display a message
- Pizza is largely consumed in groups

Take-Out Containers

- Message can last for days in a refrigerator for repeat impressions.

Deli Bags

- Turns the every day bag into a walking billboard seen by others
- Friendlier to the environment than plastic bags

Pharmacy Bags

- Delivers a healing message

Napkins and Dispensers

- It's a messy world, take advantage of it

Moist Towelettes

- Leave a lasting impression while helping to clean up sticky situations

Water Bottles

- Quenching a marketer's search to deliver an advertising message

Beach Umbrellas

Sidewalk Decal



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promoteam

Taking it to the Streets

PromoMedia can pump up the volume on any campaign by launching a marketing assault with live street teams designed to amplify the client message. Whether on the streets or leveraging PromoMedia's exclusive network, our event marketing teams animate a client's promotion and bring the brand to life, effectively cementing the brand in the mind of the consumer.

- Free beverage events (coffee, hot chocolate, iced tea)
- Coffee Jetpacks
- Product and food sampling
- Free Food Events (hot dogs, donuts, bagels...)
- Corporate events
- Inside advertising agencies
- In-office programs
- Grand openings
- Contests

"All of our unique ideas were well-received. Thank you 10 times over for a fantastic stress free execution!"

— Hemali Lakhani, Brand Buzz

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New Store Openings





plaza domination

This program enables clients to dominate unique public spaces with high concentrations of pedestrian traffic. Locations include major shopping destinations, commuter hubs, mixed-use developments, waterfront communities, and open-air retail centers. Millions of visitors frequent each public venue annually.

Components:

- Umbrellas
- Wrapped table tops
- Sidewalk decals
- Barrier signs
- Pole banners
- Custom activations

Markets:

- New York
- Boston
- Seattle
- Miami

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promocafe



Local cafes and restaurants promote your message.

Umbrellas are clearly visible to pedestrians, cars and buses alike. While patrons are eating at their favorite bistro, shielded from the sun under your client's umbrella, they will remember the brand. Reach people outdoors while dining, shopping, or just taking a stroll in their favorite neighborhood.

Available in major markets across the country. Year-round in warm climates and from April through October in colder regions.

Components

- Umbrellas
- Table tents
- Napkins and dispensers

Markets Available

- New York
- Los Angeles
- Orange County, California



Targeted Programs

- Ad agencies
- Corporate programs
- Commuter rail
- Hospitals
- Parent Teacher Association (PTA) meetings
- Colleges and universities
- Military bases

PromoSalon

Reaching hundreds of nail, hair, beauty salons, and barber shops across the country.

- branded salon-quality emery boards
- four-color posters
- magazine covers
- product sampling



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Coffee Jetpacks



Hospitals



Ad Agency Events



Corporate Events

TELEVISION

A&E Television
 ABC
 BBC America
 Bravo
 Cablevision
 CBS
 Cinemax
 CNBC
 CNN
 Comcast
 Court TV
 Discovery Channel
 ESPN
 Fox
 Fox News
 Fuse
 FX Networks
 Home Box Office (HBO)
 Independent Film Channel (IFC)
 Lifetime Television
 Madison Square Garden
 Metro Channel TV
 MSNBC
 MTV
 Much Music
 NBC
 Nick at Nite
 Nickelodeon
 Versus
 Queer Eye For The Straight Guy
 Soap City
 TBS
 Telemundo
 The History Channel
 The Learning Channel (TLC)
 The Today Show

TELEVISION

The Weather Channel
 TNT
 The Nashville Network(TNN)
 Travel Channel
 TV Land
 TV Guide Network
 Univision
 VH1
 We: Women's Entertainment
 Fox Broadcasting

MOVIES

Disney
 DreamWorks
 Gramercy Pictures
 Loews Cineplex Entertainment
 Paramount Pictures
 Rysher Entertainment
 Showtime
 TriStar Pictures
 Warner Brothers Pictures

BROADWAY

Bring in 'Da Noise, Bring in 'Da Funk
 Grease
 Saturday Night Fever
 Young Frankenstein
 The Lion King
 Mamma Mia!

RADIO

WLTW Lite-FM
 WQEW Radio

RETAIL/FASHION

Ann Taylor
 Athlete's Foot
 Banana Republic
 Barneys New York
 Bert Pulitzer
 Best Buy
 Bliss Spa
 Bloomingdales
 Botany 500
 Circuit City
 Club Monaco
 DKNY
 Duane Reade
 Esprit
 Fashionmall.com
 Gap
 Gucci
 Home Depot
 Kate Spade
 Kenneth Cole
 Levi's
 Nike
 Nordstrom
 Old Navy
 Ralph Lauren-Polo
 REI
 Sephora
 Staples
 Sterling Jewelers
 Target Stores
 Taubman Mall
 The Athletes Foot

GENERAL

1-800-FLOWERS
 88 San Jose
 AARP
 Advertising Council
 ASPCA
 Bally Total Fitness
 Bet On Sports.Com
 BNA Records
 Capitol Records
 Crunch Fitness
 Dashing Divas
 DHL
 Downtown Alliance
 Hasbro
 Manhattan Mini Storage
 MOMA
 Monster Worldwide
 Monterey Bay Aquarium
 National Constitution Center
 NBA Properties
 New York City 2012
 New York Knicks
 New York Racing Association
 New York Yankees
 NYPD
 Off Track Betting (OTB)
 Peabody Place
 Rockstar Games
 Saint Peter's College
 StopWaste.org
 The Whitney Museum
 Times Square Alliance
 Together RX
 Toys "R" Us
 United Health Care
 United States Postal Service (USPS)
 US Navy
 San Francisco Environment.org

CONSUMER PRODUCTS

Advair
 Akpharma
 Avon Products
 Baileys Irish Cream
 Best Buy
 Cialis
 Clarinex
 Clorox
 COMP USA
 Dunkin Donuts
 Hasbro
 Johnson & Johnson
 Mentadent
 Metaxa
 Nestle
 OfficeMax
 Pentax
 Proctor & Gamble
 Seasonale
 Staples
 Swiffer
 Tide
 Tresemme
 Trident
 Wrigley's

PRINT

Ambassador Yellow Pages
Conde Nast
Chicago Tribune
Doubleday Publishing
El Diario
Entertainment Weekly
Fast Company
Forbes Magazine
Fortune Magazine
House Beautiful Magazine
Lifetime Magazine
New York Magazine
Newsday
Reuters
San Francisco Examiner
The Journal News
The New York Times
The Star Ledger
Time Inc.
Time Magazine
Time Out New York
US News & World Report
Marie Claire Magazine

AUTOMOTIVE

Saturn
Toyota
Nissan

FINANCIAL

American Express
Ameritrade
Banco Popular
Bank of America
Bank of New York
Capital One
Carver Federal Bank
CIT Group
Citibank
Citizens Bank
Commerce Bank
Conseco
Fleet Bank
Group Health Insurance
Guaranty Bank
HSBC
Instinet
JP Morgan Chase
Leesport Financial
M & T Bank
MetLife
New York Community Bank Corp
New York Stock Exchange (NYSE)
North Fork Bank
PNC Bank
Prudential Insurance
Royal Bank Of Canada
Safeco
Skyline Federal Credit Union
State Farm
TD Bank
Visa
Wachovia
Washington Mutual
Wells Fargo
Metro Bank

TECHNOLOGY

About.com
AMD
ArtMuseum.net
AT&T
Barewalls.com
Beer.com
Cingular Wireless
CitySearch
Compaq
Concrete Media
Eagle Teleconferencing
Earthlink
eFinancialCareers.com
Intel
Kodak
Microsoft
Monster.com
Nextel
Panasonic
Sony
Superpages
TheStreet.com
US Cellular
Verizon
Verizon Wireless
DirecTV
Rosetta Stone

AIRLINES/TRAVEL

Air Tahiti
American Airlines
Aruba Tourism
Bahamas Tourism
Boeing
British Airways
Budget Rent-a-Car
Canadian Tourism
Continental Airlines
Delta Airlines
Eurostar
Expedia.com
Greyhound
JetBlue
Mexico Tourism
Midwest Airlines
New Jersey Transit
Scotland Tourism
The Bahamas Ministry of Tourism
United Airlines
Virgin America
Virgin Atlantic Airways
Visit London
Visit Scotland

EVENTS

Alvin Ailey–American Dance Theater
Madison Square Garden (A Christmas Carol)
National MS Society Walk
New York City Marathon
Radio City Christmas Spectacular
The Goodwill Games