

# 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.

## 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 specialevents

#### promocafe

- Umbrellas
- Table tops

#### **targeted** programs

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

#### promocup

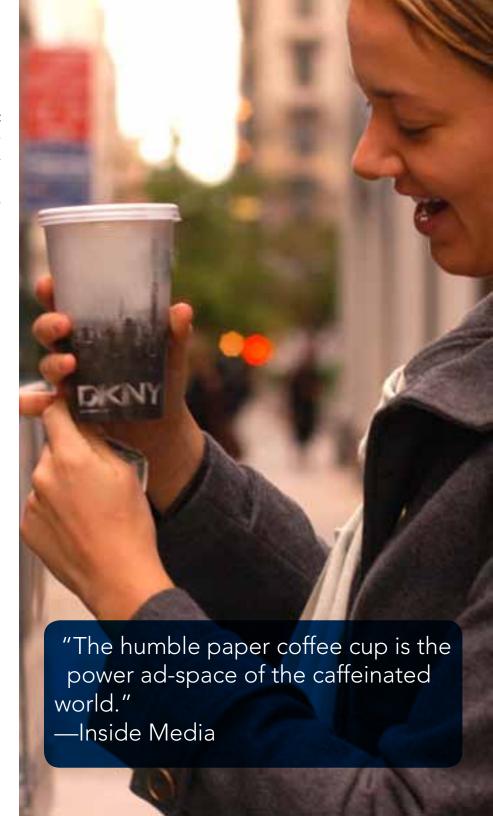
#### Your Brand in Their Hand

PromoMedia's signature ad vehicle, the coffee cup, is part of the fabric of virtually every Amerian'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 cover age 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 deliv ery reports with photos.













## 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
- Thermochromatic 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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**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







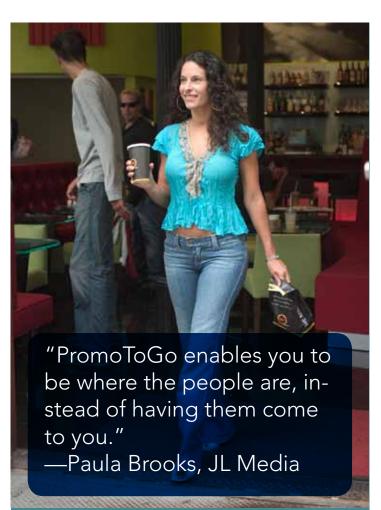












## promotogo

#### 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 refrig erator for repeat impressions.

#### Deli Bags

- Turns the every day bag into a walk ing 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 marketers search to deliver an advertising message

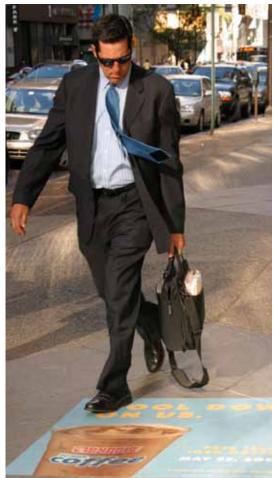
#### Beach Umbrellas

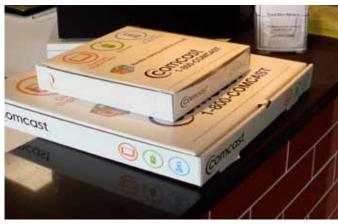
#### Sidewalk Decal



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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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## plazadomination

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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## **promo**cafe



## Local cafes and restuarants 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

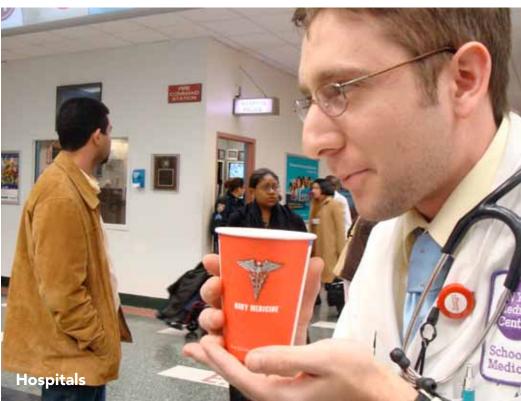
#### PromoSalon

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













**TELEVISION CONSUMER TELEVISION RETAIL/FASHION GENERAL** The Weather Channel 1-800-FLOWERS A&E Television Ann Taylor ABC Athlete's Foot TNT 88 San Jose **BBC** America The Nashville Network(TNN) Banana Republic **AARP** Travel Channel Advertising Council Barneys New York Bravo Cablevision TV Land Bert Pulitzer **ASPCA** CBS TV Guide Network Best Buy **Bally Total Fitness** Bet On Sports.Com Cinemax Univision Bliss Spa **CNBC** VH1 Bloomingdales **BNA** Records We: Women's Entertainment Botany 500 **CNN** Capitol Records Crunch Fitness Circuit City Fox Broadcasting Comcast Club Monaco Dashing Divas Court TV Discovery Channel **MOVIES DKNY** DHL **ESPN** Disney Duane Reade Downtown Alliance **DreamWorks** Fox Esprit Hasbro Fashionmall.com Fox News **Gramercy Pictures** Manhattan Mini Storage Loews Cineplex Entertain- Gap MOMA Fuse **FX Networks** Monster Worldwide ment Gucci Home Box Office (HBO) Paramount Pictures Home Depot Monterey Bay Aquarium Independent Film ChannelRysher Entertainment Kate Spade National Constitution Center (IFC) Kenneth Cole **NBA** Properties Showtime Lifetime Television TriStar Pictures New York City 2012 Levi's Madison Square Garden Warner Brothers Pictures Nike **New York Knicks** Metro Channel TV Nordstrom New York Racing Association **MSNBC BROADWAY** Old Navy New York Yankees **NYPD** MTV Bring in 'Da Noise, Bring in Ralph Lauren-Polo Much Music Off Track Betting (OTB) 'Da Funk RFI **NBC** Peabody Place Sephora Grease Nick at Nite Saturday Night Fever Rockstar Games Staples Young Frankenstein Sterling Jewlers Saint Peter's College Nickelodeon The Lion King **Target Stores** StopWaste.org Versus The Whitney Museum Queer Eye For The StraightMamma Mia! Taubman Mall Times Square Alliance Guy The Athletes Foot

Together RX

Toys "R" Us

(USPS)

**US Navy** 

United Health Care

United States Postal Service

San Francisco Environment.org

Soap City

Telemundo

The History Channel

The Today Show

The Learning Channel (TLC)

**TBS** 

**RADIO** 

WLTW Lite-FM

**WQEW** Radio

**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 American Express

Conde Nast

Chicago Tribune

Doubleday Publishing

El Diario

Entertainment Weekly

Fast Company Forbes Magazine Fortune Magazine

House Beautiful Magazine Citizens Bank

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**

Ameritrade

Banco Popular

Bank of America Bank of New York

Capital One

Carver Federal Bank

CIT Group Citibank

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

**Furostar** 

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