

READY TO ADVERTISE USING DIGITAL OUTDOOR

Your guide to engaging your audience
using targeted dynamic content.



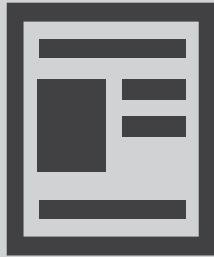
FORMETCO[®]

POWERED
BY **AdTech**



Did you know?

Digital outdoor advertising has a higher recall than radio, magazine and newspaper advertisements. Marketers have taken notice and are increasingly spending more advertising dollars here.



Direct Mail

Print mailers face heavy competition in the mailbox. Many potential customers discard them without even looking at them, requiring additional attempts at impression – at additional expense.



TV Ad Spot

TV ads are just plain expensive. Between script writing, hiring actors, shooting, and post-production, the process can be costly and time consuming. With audiences skipping commercials with DVR technology. This marketing channel is losing ground.



Digital OOH

Digital Outdoor Advertising is strategically placed to engage your audience at particular times on particular days, and allows you to take advantage of dynamic capabilities like integrated photos, announcements, and direct connections to social media.



▲ 5.1% Outdoor



▼ -4.3% Television



▼ -0.7% Radio



▼ -1.1 Magazines



▼ -2.2% Newspapers



Social Media



Public Service



Conditional Updates



Photo Support

TIME FOR SOMETHING NEW!

With the powerful ability of Digital Billboards to deliver real time dynamic content; both your advertisers and audience will benefit from more targeted messages. Deliver unique messages at various times of day, special promotions based on weather conditions, or drive relevant content to commuters from news feeds. Grow revenue with relevance.



Weather Conditions



Countdowns



Live Data (RSS)



Time & Temp

Did you know?

Dynamic digital outdoor advertising can return upwards of 600% revenue over static messages?



SOCIAL MEDIA

Using Social Media to Promote Your Message.

How It Works:

Integrate updates from the most popular social media sites directly into your advertisement. Post text, photos, and other information pulled automatically from your service.


Integrates With:

- Twitter
- Facebook
- Pinterest
- Foresquare
- Instagram



Sharon Haily: Just had the best lunch at #Crawfords.


facebook CRAWFORD'S SEAFOOD



10 years and you're still the one. Love you. - Mike Dodson


BROOK'S GALLERY

DECLARE YOUR LOVE @BROOKSGALLERY



Daniel Moore: On our way. :)

20% OFF ALL DAY




Did you know?

People use social media to share interests and comments. It is also one of the most trusted sources of getting new information.



PHOTO SUPPORT

Photo upload support integrated directly into your digital billboard.

How it works:

Use an app on your mobile phone to upload any photo to a per-determined location on your ad. Your new photo will display the next time your message appears in the rotation.

Perfect for:

- Product sales
- Real Estate Agents
- Event Highlights



Did you know?

Giving others the ability to submit photos to your sign will amplify user engagement and generate buzz?



CONDITIONAL UPDATE

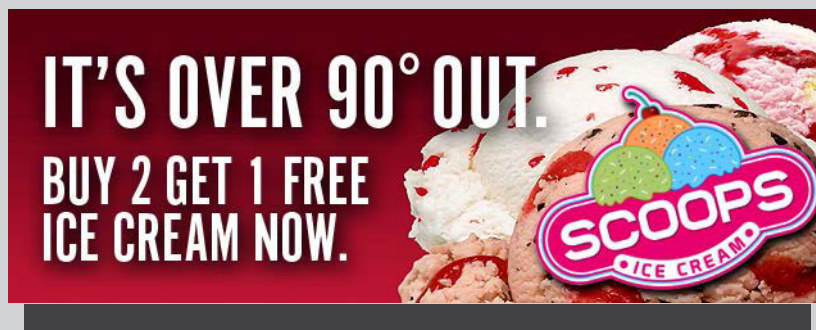
Use the outcome to drive your message home with conditional updates.

How it works:

If a particular event's outcome will determine the message you want to communicate, set your ad for conditional updates. For example, if the home team outscores the visiting team, you can display a message congratulating the winners. Or, if the temperature climbs past 80 degrees, display a promotion for ice cream.

Perfect for:

- Sporting Events
- Food and Beverage Services
- Special Events



Did you know?

Basing promotions on the outcome of an event can substantially increase the response. Who's going to win this one?



WEATHER FORECASTS

Weather forecasts can help strengthen your message, or trigger an idea in your audience.

How it works:

Our server communicates directly with a national weather service provider for up-to-date results including current temperature, up to 5 days of forecast, and other useful information that can be integrated directly into your ad.

Key Features:

- Temperature
- Weather Forecasts (up to 5 days)
- Returns visual weather icons (rain, snow, cloudy)
- Easily Customizable



Spend your week here

MON	TUES	WED	THU	FRI
32°	30°	36°	32°	33°

or in a tropical dream.

Freeze warning

FREE HOT COFFEE FROM 3 TO 4 DAILY.

TUES 28° WED 29° THURS 26°

current temp

31°

Open till 8:00

Chili?

Pepper's Grill



Did you know?

Plans change for the weekend because of mother nature. Why not deliver a valuable message, rain or shine?



TIMED COUNTDOWNS

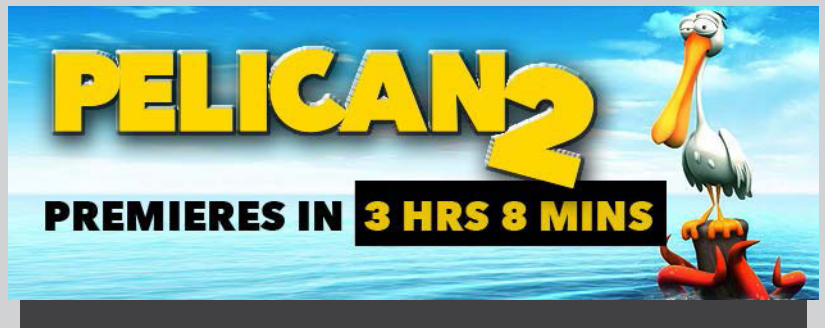
Build up hype and anticipation with the power of timed countdowns.

How it works:

Countdown to a specific date and time, or provide multiple countdowns throughout the day with options for counting days, hours, and minutes.

Primary Applications:

- Holidays
- Grand Openings
- Special Events
- Wait Times



Did you know?

Marketers have been using the 10,9,8... strategy for years. Notice the lines around stores just waiting for a product launch?



TIME & TEMP

Simple information that we all use daily, but still one of the best attention grabbers.

How it works:

Provide useful, non-intrusive information on weather conditions on any message, which will draw the attention of daily commuters.

Useful Tips:

- Great for simple messages
- Choose either time, temp or both
- Choose complementary color and font



Did you know?

Regardless of having a phone, clock, or watch, drivers still look up and take notice of the time and temp, displayed on the road.



LIVE DATA (RSS)

Deliver up to the minute data from a growing number of sources using RSS feeds.

How it works:

Integrate a variety RSS feeds into any advertisement, including text, photos, and other important information that can be pulled automatically from your feed and incorporated into your message.

Common Uses:

- Social Networks
- Gas Prices
- Sporting Events
- Headline News
- ER Wait Times



New York couple forced to evacuate



WHISLEFEED

YOUR SPONSOR



CHESTER INSURANCE

Posted March 05th

“President to visit local bakery”

www.chesterbrooksinsurance.com

Sponsored by: Mylow’s Home Improvement

BREAKING NEWS

Explosion caught on camera.

www.cbnnews.com



Did you know?

News outlets, national sport leagues, and even bloggers have valuable information updated regularly for free or paid subscriptions.



PUBLIC SERVICE

Make critical announcements and service the public by displaying important announcements.

How it works:

Provide your audience with vitally important updates within seconds by integrating with local and federal government resources.

Feeds delivered for:

- Amber Alerts
- FBI Alerts
- Severe Weather Warnings
- Criminal Activity



AMBER ALERT

CHILD ABDUCTION
BLUE HONDA CIVIC
CA LIC 5TIC261

ANY INFO
CALL 911

WANTED SERIAL BANK ROBBER

APROX 6' | 210-230 LBS

REWARD OFFERED
1.800.CALL.FBI

FBI



40/29 WEATHER

WEATHER WATCH

TORNADO WARNING

SEEK IMMEDIATE SHELTER



Did you know?

The Outdoor Advertising Association of America continues to report on the number of criminals located from outdoor advertising.

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BY **AdTech**



Connect with Us:

Formetco Incorporated
2963 Pleasant Hill Road
Duluth, GA 30096

p. (800) 367-6382
(770) 476-7000

www.formetco.com



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Did you know?

Formetco has a Pro-services department that is skilled in dynamic digital content, and is always ready to help you grow your business.