

Why Aerial Advertising?

Can Advertising With An Airship (Blimp) Be More Effective Than Traditional Forms Of Advertising?

White Paper - Case Study researched and authored by Ronnie Schmidt, Founder, Marketing Consultants Group, LLC



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Pictured is an illustration of one of the Marketing Consultants Group, LLC's planned 121 Aerial Extravaganzas to be stationed in the top 67 cities in North America.

Can advertising with an Airship (Blimp) be more effective than traditional forms of advertising?

Well. ask yourself these questions:

- 1. What is the last newspaper ad you saw?**
- 2. What is the last radio commercial you heard?**

3. The last TV commercial you can recall?

4. The last billboard you passed on the highway?

5. The last blimp you saw flying in the sky?

Could you answer them all?

Even if you could, now ask yourself this:

How long ago did you see or hear them?

Chances are your answers for TV, radio, print, and billboard range from a few minutes or hours to a few days ago and you still had trouble remembering them.

Didn't you?

The last time you saw a blimp may have been months or even years ago, but you probably remember where you saw it and what it said.

That in a nutshell, is advertising effectiveness.

The Future Of Advertising Is Changing!

An IEG Sponsorship Report had this to say about the future: "The digital future - which puts the power into the user's hands - is sad news to measured media and broadcasting.

How many consumers are going to "choose" to watch an ad?

Marketers will require "embedded advertising", messages incorporated into the action which cannot be evaporated with the touch of a button.

Representatives from a major media buying service believe that aerial advertising can fill that need: "Aerial advertising can be viewed as a mix between outdoor billboards, print, and radio due to the overlapping demographic audiences, and the mode of delivery.

We are talking about a front-page ad in the sky that reaches commuters, sports fans, event attendees and vacationers alike."

From Airship USA: "As the effectiveness of the traditional advertising media continues to erode, advertisers need to explore innovative solutions to make an impact on the public consciousness. Airship (blimp) participation guarantees an advertiser audience attention."

Advertising Effectiveness

Humans are fascinated with things that fly.

Airplanes, Blimps and Hot Air Balloons have always caught the hearts and imaginations of people everywhere.

Aerial advertising via banner-pulling airplanes has been around for a while and continues to grow in popularity because it is hugely effective.

The reason it is so effective is because it is mobile, flexible, and highly visible.

The only "flying advertising medium" more effective than a banner-pulling plane is an airship - a BLIMP!

A while back Advertising Age surveyed thirteen thousand people and asked them to recall a single ad.

The top two ads mentioned were for Coca Cola and Pepsi respectively and COMBINED they only accounted for 10% of the responses.

Compare that with a recent survey asking about airships (blimps).

An amazing 75% of those surveyed recalled seeing the airship and a full 60% of them could identify the company using it.

Here's Even More Advertising Value

Research statistics on the aerial effectiveness of blimps is impressive.

Here are just a few examples:



Picture courtesy of Airship Management Services, Inc.

- 1. In 1984, Fuji Film increased their market 7%, taking market share from Kodak in only a two-month period because of their aerial advertising campaign covering the 1984 Olympics in Los Angeles.**

Fuji continued its program and in 1996 purchased their own airship.



Picture courtesy of Kraft Foods

2. In 1992, Kraft increased its sales by 87% in Germany alone during the Kraft Blimp promotion tour.

Based on this success, Kraft renewed its airship program for '93 and '94.



Picture courtesy of The Family Channel

3. Family Channel Blimp generated \$5 million of spin-off media value its first year.

Family Channel studies show the total media value outweighs cost of blimp operation by 3 to 1.



Picture courtesy of Blockbuster Entertainment

4. Coverage of nineteen TV events by the Blockbuster Blimp resulted in \$1 million worth of on-air time and \$45,000 of spin-off local media.

5. McDonald's experienced a 250% increase in product turnover within 4 weeks at chains where the McBlimp flew overhead.
6. Le Serensima, a food company in Argentina, saw an increase of 500% for all product lines.^{1 2}
7. The following results of independent and in-house studies reveal a high percentage of both airship (recalled seeing blimp) and product (recalled message) awareness:

Consumer Awareness			
Advertiser	Locale	Airship Awareness	Message Recall
Swan Beer	Australia	82.0%	73.0%
Novo Snacks	London	72.5%	86.2%
Miller Lite	Texas	63.1%	72.6%

8. Studies indicate that in a typical city of about one million people, during a 5-day flight period, 65% recall the message presented on the airship.

The following is an excerpt from a study conducted by Universal Technology Marketing Services Inc. of Allentown, Pennsylvania. The study reinforced the power of using advertising blimps as an effective marketing medium.

To verify claims made by owners and franchisees of 7-11 Convenience Stores, the parent company, Southland Corporation, retained Universal Technology Marketing Services Inc. of Allentown, Pennsylvania.

UTMS was specifically requested to perform a marketing study on the effectiveness and retentive factors of the computer designed wind tunnel tested model KB-15 advertising blimp.

The study was conducted on Thursday, January 27th on the premises of a 7-11 Convenience Store in Oakhurst, New Jersey, Ray Roussell, Manager.

The date was selected as no national or regional advertising was in effect.

The results of that study were as follows:

¹ <http://www.airshipinitiatives.com/#/advertising/4526949616>

² <http://www.studymode.com/essays/Airship-Advertisement-631648.html>

- 54.5% of consumers within a two-mile radius saw the "Pie In The Sky" Advertising Blimp flying over the 7-11 location.
- 72.7% of those surveyed correctly answered the question involving advertising copy that appeared on the side of the blimp.
- 47% of the respondents surveyed were going to mention the presence of the blimp to another individual, thereby increasing the potential of more customers being drawn to the store because of the advertising medium.
- Customer counts on Thursdays at this specific 7-11 location normally average 796. Customer counts on the date the blimp was flying were 821.

As the effectiveness of the traditional advertising media continues to erode, advertisers need to explore innovative solutions to make an impact on the public consciousness.

See If You Recognize Companies Who Spent Millions On Airships

Metropolitan Life
Outback Steakhouse
Goodyear
Fuji Film
Anheiser-Busch
Budweiser
Hood
Mazda
Coca-Cola
Kraft Foods
Blockbuster
Nokia
Phillips
Sanyo
20th Century Fox
Accenture
Horizon Blue Cross-Blue Shield
The Family Channel
Syngenta
Nissan
Saturn
M Resort Spa and Casino
Virgin Atlantic Airways
Tommy Hilfiger
Mastercard
Konica
Japan Air Lines
DHL

Boeing
BMW
Konica
Lowenbrau
Pink Floyd
The Rolling Stones

Even Whitman's Chocolates and many more have spent millions on airships.

Why?

Because Every Aerial Campaign Has Been Successful – They All Got Results.

With that kind of success rate, the obvious question is:

Why isn't everyone using aerial advertising?

The even more obvious answer is COST.

Full-sized airships cost several million dollars and several hundred thousand dollars per month to operate with crews of 20 to 40 people.

Bob Weinstein, former Director of Advertising for Metropolitan Life has said: "The cost of running the blimp for a whole month is equal to the cost of just one or two prime time commercials."

He thinks the blimp is an absolute bargain considering one thirty second prime time commercial can cost well over \$500,000!

Aerial advertising has been sometime too expensive for even most Fortune 500 companies, but that's where the Marketing Consultants Group, LLC comes in.

Remotely-piloted airship technology is ever evolving, and now outdoor airships will be specially built for the Marketing Consultants Group, LLC, large enough for effective advertising and small enough for cost efficiency.

The Marketing Consultants Group LLC's new outdoor attention-getting 121 Aerial Extravaganzas will provide a unique advertising multimedia platform using aerial extravaganzas as the centerpiece, effectively dominating the top 67 cities in North America at competitive costs in relation to traditional media.

Here's a recent price comparison between airtime for a one (1) minute Super Bowl TV Ad at \$5,000,000 and 4 Aerial Extravaganzas flying for \$200,000 less, year-round.

Air Time For A 1 Minute
Super Bowl Ad
\$5, 000,000



4 Aerial Extravaganzas Flying For One Year
In Any Of The Top 67 Cities in North America
\$4,800,000



Which is the best advertising investment?

Attention-getting smaller airships can mirror the effectiveness of full-size staffed airships at a fraction of the cost while getting the same visual impact from the ground.

So, What's The Bottom Line?

We believe you will find airship advertising beats conventional forms of advertising hands down!

Why?

1. Because Aerial Advertising is not easily overlooked.

Aerial advertising is dramatic and highly visible.

People are fascinated with "things that fly."

It's a natural instinct to look up and see what's in the sky.

2. Because Aerial Advertising is effective at attracting news coverage and other forms of free publicity.

Additionally, you can augment your current radio, TV, print and online campaigns.

3. Because studies show customers remember both the airship and message months later.

What other media does this without it having to repeat itself continually?

4. Because Aerial Advertising is perfectly suited for large outdoor venues or flying over drive time traffic.

Aerial Advertising allows you to reach a vast viewing audience of unlimited numbers of anxious consumers.

5. Because the return-on-investment on this type of advertising is hard to beat - anywhere.

The number of prospects and customers seeing your ad per dollar is astronomically high.

Although Aerial Advertising is not for everyone or for every campaign, the bottom line is that outdoor aerial advertising WILL distinguish your name with impact and uniqueness.

Your prospects, customers and competitors WILL talk about you and your airship! EVERYONE will remember your company and your promotion.

And who doesn't want that?

Here's What To Do Next

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About the Author: Ronnie Schmidt, Founder, CEO, Marketing Consultants Group, LLC
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Ronnie Schmidt is a visionary senior sales and marketing executive with 51 years sales and marketing management experience with Fortune 500 companies Fram, Boise-Cascade, Amstar-Domino Sugar Bausch & Lomb, Cooper Vision, and Honeywell.

He and his staffs were solely responsible for selling \$252,000,000+ in products and services across a wide variety of industries.

His expertise regarding aerial advertising and aerial marketing campaigns is second to none. Only a few people in the world know how effective aerial advertising really is and he is one of them.

Under his leadership, the Marketing Consultants Group, LLC will be launching an exclusive, "results-proven" 121 Aerial Extravaganzas covering the top 67 cities in North America, integrating a combination of attention-getting aerial extravaganzas with online and offline

multimedia in what some call “the most effective advertising mediums and marketing campaigns ever devised.”

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