



Creativity in the Local Market



Creativity in the Local Market

Local Creative

Mendi Robinson | Lamar Advertising



TIP #1:

**Pitch something that
can only be done in
outdoor.**

NANA A BOO BOO
WE CAN DO SOMETHING
YOU CAN'T DO



Swim
with rays!



Ripley's ^{في}
AQUARIUM
ripleysaquarium.com

002126

AMAK



DROP IN

Southern Museum of Flight / Exit 129 off I-59



Our diamonds are not
out of reach.



Baxter's

200 Jefferson Blvd.
Warwick

7195-35



**RAISE
A LITTLE CANE**

Raising Cane's
CHICKEN FINGERS

The billboard is designed to look like a gift, with a large green bow on top and a white snow-like border. The left side is white with red stars and the slogan 'RAISE A LITTLE CANE' in red. The right side is red with white stars and features a photo of a plate of chicken fingers with dipping sauces. A Santa Claus mascot is positioned between the text and the food. The Raising Cane's logo is at the bottom center.





barstools
express.com



BURNING UP
THE
COMPETITION



The
Plaza

HAIL DAMAGE



Friendly
INSURANCE

ARE YOU COVERED?

428-2133

your home
Insurance

RATES



Friendly
INSURANCE

CALL YOUR HOMETOWN AGENT

428-2133



Reelin'
in the
Best



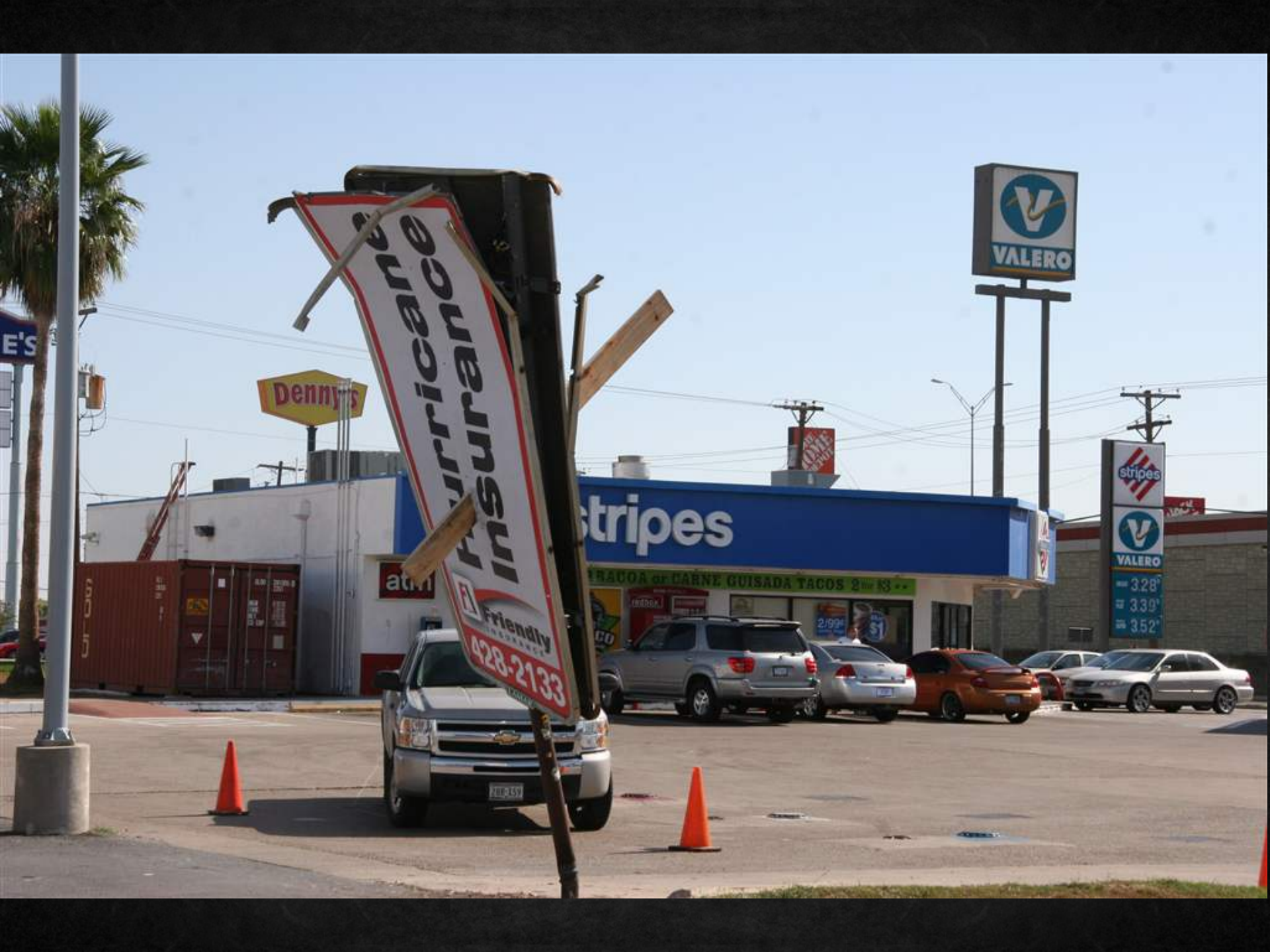
RATES



Friendly

INSURANCE

BOAT INSURANCE 428-2133



Denny's

Stripes

VALERO

Stripes
VALERO
3.28
3.39
3.52

Hurricane Insurance
Friendly Insurance
428-2133

TRACOA de CARNE GUISADA TACOS 2 por \$3

2.99

\$1



104

LTD

FIND A GEM.

The Register-Guard Classified

TING

LOWE'S

Hardware & Lawn
Maintenance Center
363-9988

reduce thermal conversion

RECYCLE TIRES



NOW RECYCLING
SCRAP TIRES!!!

HARLINGEN
428-8473



AUTHENTIC MEXICAN FINE DINING

Costa Mesa

618-5449 | McALLEN

48383



BEST FIT
MENSWEAR

INVENTORY BLOW OUT
Ralph Lauren Calvin Klein

MarketPlace Mall / Greece Plaza Mall

The billboard features a central image of a dark grey suit jacket, a white dress shirt, and a red tie with a white pattern. The background of the billboard is yellow. The text is arranged in three horizontal sections: the top section with the brand name, the middle section with the promotional text, and the bottom section with the store locations.





Breathe Easier

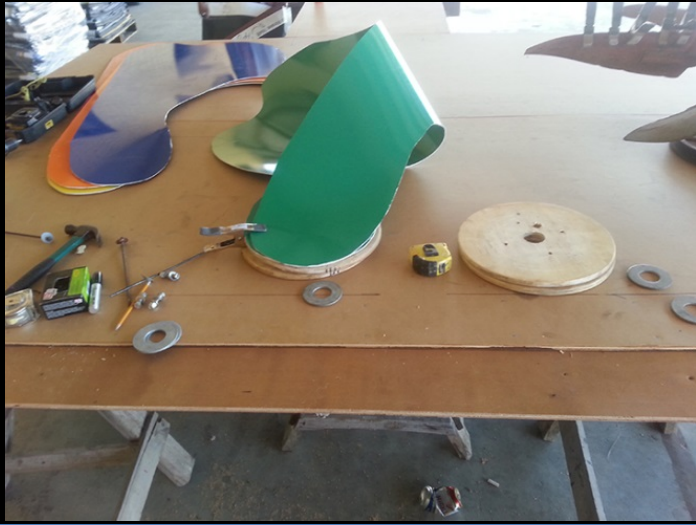
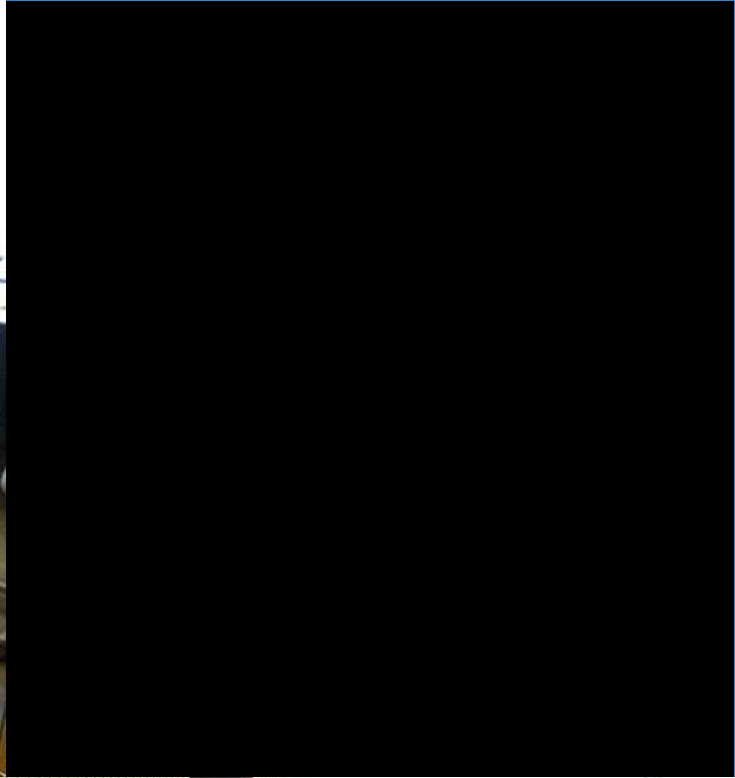
Sinus Relief is here!

Chi D. Nguyen, MD, PA

Balloon Sinuplasty - A Breakthrough Procedure

ENTBrownsville.com

EV&KI:3





TIP #2:

**Use the environment
and your surroundings.**

MAYHEM IS
EVERYWHERE

So get an Allstate Agent



Allstate.



WOMEN'S
EMERGENCY
HELP WITH ABUSE
DOMESTIC VIOLENCE
87-477-8608

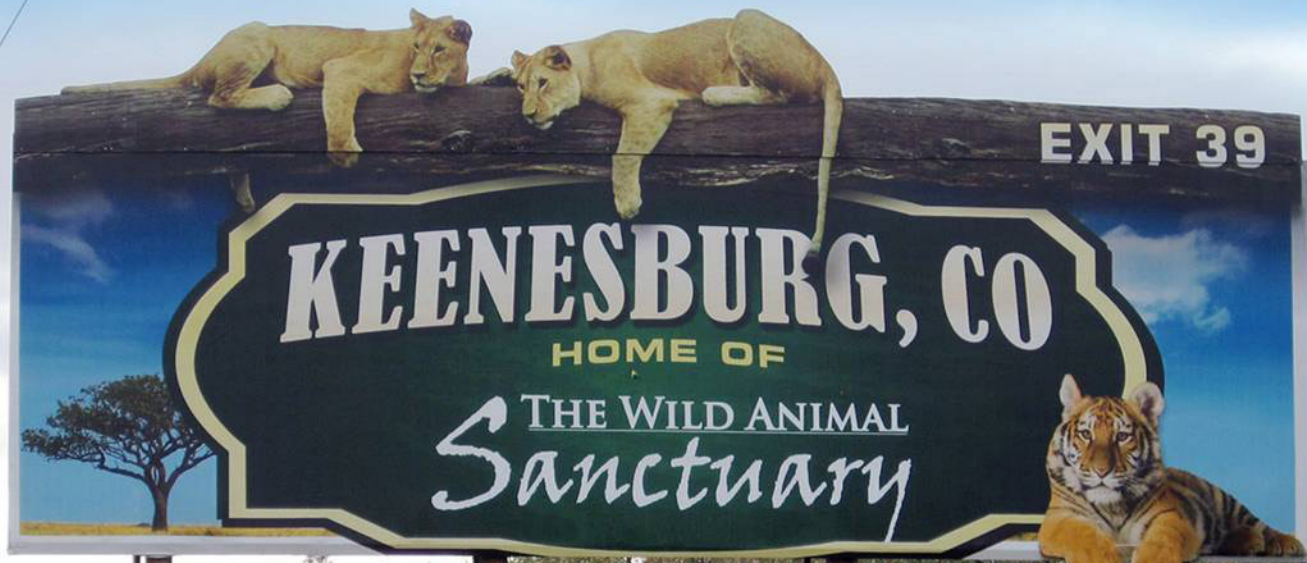
AMAR



**COPS HIDE
HERE** 

1196





EXIT 39

KEENESBURG, CO

HOME OF

THE WILD ANIMAL
Sanctuary

43721



835

**EXIT
NOW**



THE WILD ANIMAL
Sanctuary
WILDANIMALSANCTUARY.ORG

75761





THE WILD ANIMAL
Sanctuary

WILD ANIMAL
SANCTUARY
LIONS, TIGERS

MONEY. MADE IN MICHIGAN.



CHEMICAL BANK
MEMBER FDIC

CHEMICALBANKMI.COM

5578
50MS





CHANGE. MADE IN MICHIGAN.



CHEMICAL BANK
MEMBER FDIC

CHEMICALBANKMI.COM





MONEY. MADE IN MICHIGAN.

CHEMICALBANKMI.COM

CHEMICAL BANK
333 EAST MAIN STREET, 10000
MOUNTAIN VIEW, MI 48066

CHEMICAL BANK
10000 MOUNTAIN VIEW
MOUNTAIN VIEW, MI 48066

PAY TO THE
ORDER OF



MI0040

⑆0724100131⑆



CHEMICAL BANK

2500

\$

2500.00

DATE	AMOUNT	MEMO
10/10/09	2500.00	CASH

SGS



**Industrial
Supplies**

Get Hammered!!

XRP **T** - Hammer Drills



13 • 15 • 17 • 19 • 21

**M.I.S.
EQUIPMENT
SALES & RENTAL**

1 Road
East 1/2 Mile

VERONA
ROANOK MARINE



SGS



**Industrial
Supplies**



Get Hammered!!

XRP **T** - Hammer Drills

13 • 15 • 17 • 19 • 21

**M.I.S.
EQUIPMENT
SALES & RENTAL**

VERONA

ANDRE MARINE

1 Road
East 1/2 Mile



TIP #3:

**Turn a problem into a
creative solution.**

OUT BACK PAIN?



Flesh & Bone Chiropractic

107 N. Brunson

34-447-8996

Got a limb problem?



The logo for Western Snowplows features the word "WESTERN" in a bold, white, sans-serif font. The letters are contained within a red, stylized rectangular border that has a slight 3D effect with a white shadow on the right side. The background of the entire advertisement is a photograph of a snowplow clearing a path through a snowy residential area, with a stone building and snow-covered trees visible in the background.

WESTERN

S N O W P L O W S

'Tis the Season

westernplows.com



Creativity in the Local Market

Want vs. Need

Mike Parsons | Fairway Outdoor



Dave's
GUITAR SHOP
DavesGuitar.com

Good Boy!



Canton  Jewelry



EVERY
BITE IS
PURE JOY

*Who do you get as much pleasure out of
a McDonald's® hamburger? Because we
only use pure beef. Always 100% pure
beef. It's anything else
for love.™*

**BAG
SOME
DINNER**

© 2012 McDonald's

40 Days of Praise at Forestville

Grand Opening
April 16th at 10:30 am



www.forestville.org

"The Wonder-Full Weekend"
with Illusionist Greg Davidson

April 21-23



6:30 pm



May 20 • Clay Crosse
"Holy Homes" Seminar
9 am - 12 pm
Concert • 7 pm
Call for Tickets

Dedication
Weekend

May 21
Dedication
10:30 am

834-4276

Turn Right at Traffic Light & Follow Signs

Aledo Glass
Frameless Shower Enclosures
Replacement Windows
Double Pane Replacement
817-441-6677 | AledoGlass.com



Jay Berry PLUMBING

FULL SERVICE PLUMBING REPAIR

Water Heaters
Drain Cleaning
Waterlines Replaced
Back Flow Testing
Install & Repair Toilets

FULLY LICENSED & INSURED
M13651 LIC # PB0005248

817-991-6249 • 817-441-8277
SERVING PARKER CO. FOR 38 YEARS

Viernes 24 de Junio

DESDE EL LUGAR DE LOS GRANDES
EVENTOS CLUB RIO PRESENTA:

**EL EVENTO MAS ESPERADO
DEL VERANO!**



Fiesta de Espuma

NO TE LA PUEDES PERDER!!!

Presenta con nuestros Patrocinadores:



**CHICAS EN BIKINI TOP
ENTRAN GRATIS!**

www.elrioclub.com

522 Shallowford Rd, Gainesville GA 30504

ART REQUEST

Less Is More!

NEW SPEC COPY CHANGE

DATE:

DATE NEEDED:

DISPLAY NUMBER:

BOARD SIZE:

QUANTITY:

EXTENSIONS:

RATE PER PERIOD:

CONTRACT START DATE:

Yes No Possible

ACCOUNT EXECUTIVE:

ADVERTISER:

CONTACT NAME:

PHONE:

EMAIL:

WEBSITE:

BOARD TYPE:

Vinyl

LED

Tri-Vision

Single Sheet Poster

8 Sheet Poster

LOCATION INFO:

Top Stack

Bottom Stack

Cross Read

Multi-Lane Read

Short Read

Tall Board

Wrap

Obstructions

WHAT CONTACT INFO DO YOU WANT ON THE BOARD? Where do you want to direct your customers?

Directional:

Phone:

Website:

Other:

WHO IS YOUR TARGET AUDIENCE? Who do you want to target with your advertising message?

Age:

Gender:

Income:

Other:

WHAT IS YOUR MAIN MESSAGE? Prioritize the top three benefits you want people to know about your business.

1.

2.

3.

WHAT IS THE TONE? Is there a particular tone you want your advertising to have?

Serious

Funny

Elegant

Casual

Soft

Direct

Tranquil

Exciting

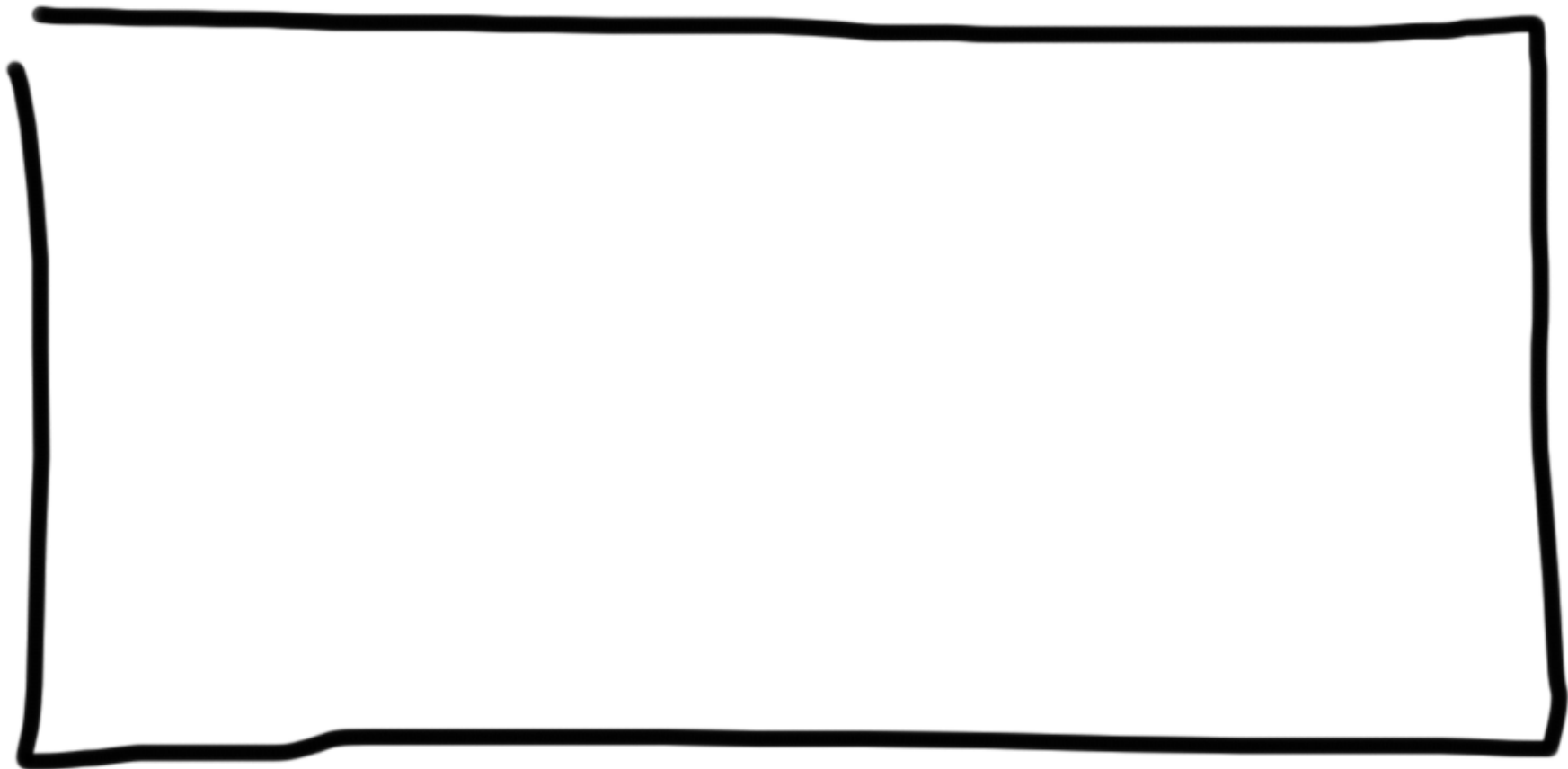
Luxurious

Affordable

Reliable

Edgy

COMMENTS:





What do you want on your billboard?

In this Dead Space
Type "EACH EXIT REALTY OFFICE
IS INDEPENDENTLY OWNED / OPERATED

"ACCEPTING
AGENTS"

It's Not Just
a sign its a
Calling

EXIT
EXIT REALTY PROF...

Serving North Ga

- Residential
- Commercial
- Land
- Industrial
- Investment

PHOTO OF Building

770.532-1606

800 JESSE JEWELL PKWY - ACROSS FROM PAPERES

EXIT



WANT vs NEED

In this Dead Space
Type "EACH EXIT REALTY OFFICE
IS INDEPENDENTLY OWNED / OPERATED

"ACCEPTING
AGENTS"

It's Not Just
a sign its a
Calling

A hand-drawn diagram of a rectangular sign layout. At the top center, the word "EXIT" is written in large, bold, capital letters. Below it, in smaller text, is "EXIT REALTY PROF...". To the right of "EXIT" is the text "Serving North Ga". Below "EXIT REALTY PROF..." is a rectangular box containing the text "PHOTO OF Building". To the left of this box is a smaller, tilted rectangular box containing the word "EXIT". Below the "PHOTO OF Building" box is the phone number "770.532-1606" followed by two small icons: a square with a 'B' and a house icon. At the bottom of the sign is the address "800 JESSE JEWELL PKWY - ACROSS FROM PAPERES". To the right of the address is a list of services: "Residential", "Commercial", "Land", "Industrial", and "Investment". A blue arrow points from the text "It's Not Just a sign its a Calling" to the left side of the sign. Another blue arrow points from the text "ACCEPTING AGENTS" to the top-left corner of the sign. A third blue arrow points from the text "IN THIS DEAD SPACE" to the top-left corner of the sign.

Serving North Ga

- Residential
- Commercial
- Land
- Industrial
- Investment

PHOTO OF Building

770.532-1606

800 JESSE JEWELL PKWY - ACROSS FROM PAPERES





EXIT REALTY PROFESSIONALS

ACCEPTING AGENTS

770-532-1606 • 800 Jesse Jewell Pkwy.

Each Exit Realty office is independently owned & operated.





2012 MOWER COUNTY FAIR
August 7-12

Tuesday
Wednesday
Thursday
Friday
Saturday
Sunday

Motokazie Motocross
Masters of Disaster Demo Derby
NTPA Truck & Tractor Pull
Figure 8 Trailer Races - NEW!!!
Great Frontier Bull Riding
Masters of Disaster Demo Derby

085379



**MOWER
COUNTY FAIR
AUG. 7-12**

Find Us on Facebook!

085379

2012 MOWER COUNTY FAIR
August 7-12



Tuesday	Motokazic Motocross
Wednesday	Masters of Disaster Demo Derby
Thursday	NTPA Truck & Tractor Pull
Friday	Figure 8 Trailer Races - NEW!!!
Saturday	Great Frontier Bull Riding
Sunday	Masters of Disaster Demo Derby

Arby's
ROAST BEEF
Sandwich
IS DELICIOUS

YAK PA

LYNDA LIND



MOWER
COUNTY FAIR
AUG. 7-12
Find Us on Facebook!



Arby's
ROAST
BEEF
Sandwich
IS DELICIOUS

Y
PA



Boar's  Head



+
Breakfast =



Krispy Kreme

**Now Open 8AM
Mon - Fri**

- Dine In
- Curbside Carry Out
- Downtown Delivery

- Now Featuring
Krispy Kreme Donuts

- Breakfast Sandwiches
- Bagels
- Fresh Juices

150 yards Ahead on Left • 222-3893

085379

**MAIN
STREET
DELI**
now serving
BREAKFAST



085379

**MAIN
STREET
DELI**

*now serving
Krispy Kreme*



085379

FIRST NATIONAL BANK

Bastrop County's Bank...Since 1889

Member FDIC

www.fnbbastrop.com

(512) 237-2482

312 Main Street

(512) 360-2482

FAIRWAY

FIRST NATIONAL BANK

Bastrop County's Bank... Since 1889
Member FDIC

fnbbastrop.com

FAIRWAY

- BOUTIQUE ATHLETIC CLUB
- LUXURIOUS AMENITIES
- 26 OUTDOOR TENNIS COURTS
- 8 INDOOR TENNIS COURTS
- OUTDOOR POOL
- YOGA, CYCLE, TRAINING AND MORE



LIFETIME
ATHLETIC

**LIFE TIME
ATHLETIC
NOW OPEN**
at Peachtree Corners

6350 Courtside Dr. NW

**LIFT.
LOWER.
REPEAT.**



LIFETIME
THE HEALTHY WAY OF LIFE COMPANY™

**MAKE
SOME
WAVES.**



LIFETIME
THE HEALTHY WAY OF LIFE COMPANY™

**LET'S
GET
PHYSICAL.**



LIFETIME
THE HEALTHY WAY OF LIFE COMPANY™



Creativity in the Local Market

**Questions for
Mendi or Mike?**