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Auto News

Have You Seen These Wheel Cover Ads?

Non-rotating wheel cover advertisements are launched in Los Angeles and rolling out across the country August 19, 2004

Motor Trend

AdFleet "re-invents the wheel" with innovative outdoor advertising campaigns riding on non-rotating wheel covers worn by taxis. The campaign was launched in Los Angeles, California, and will soon be rolling out in most major cities across the country.

AdFleet launched its inaugural ground-breaking advertising campaigns unveiling wheel covers for client companies including: Taco Bell, Los Angeles Dodgers, Virgin Cola, Jiffy Lube and 1-800CheapSeats.com. AdFleet expects to offer advertisers the option of using its new outdoor medium in a number of the country's largest cities including Dallas, Houston, Washington DC, Boston, Atlanta, among others.

advertisement



"Our wheel covers were designed to effectively promote a company's brand in an attractive and attention grabbing fashion," says Ian M. Klassen, President of AdFleet. "People in Los Angeles and across the country will now be able to experience advertising in a refreshingly new, hip, and alternative manner."



"AdFleet's eye-catching wheel covers are unique and bring great sizzle to the

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who will it be ?

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promotional and brand-building activities of Virgin Cola," said Ranjit Singh, Chief Operating Officer of Virgin Cola.

With 8,000 participating urban-based taxis in most of the nation's largest markets, AdFleet's partnerships enable the company to drive a variety of messages to consumers nationwide.

AdFleet's outdoor advertising medium is designed for optimal use by branding, icon, product launch, political and event marketing advertising. AdFleet's medium is "out of the box", breaks from the routine, is unique and as a result is memorable.

AdFleet offers a highly visible medium that moves in proportion to population density and shift of the market. As a result, it has the ability to provide saturating levels of exposure to consumers, an effective strategy when utilizing out of home for new product launches and point of sale support.



"At Jiffy Lube we understand the importance of reaching our consumers through outdoor advertising," said John Kenyon, President, Southern California Jiffy Lube Advertising Co-op. "AdFleet's wheel covers are an effective way of bringing our brand to a wide range of consumers."



"Alternative Out-of-Home media is gaining in popularity because of its ability to catch the consumer's eye and deliver content in a manner that allows an advertiser to break away from the ordinary," says Klassen. "We have received an enthusiastic response from the advertising community who have remarked that AdFleet offers the very type of solution they have been looking for namely; how to get in touch and stay in touch with consumers."

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