

Enter-to-Win Giveaway a Success!

Call us crazy, but we are so confident in the power of our NortonHD Outdoor Network, we sponsored a **text-to-win contest** - with the grand prize an 8G Apple iPhone™! The contest ran exclusively on the NortonHD Outdoor Network from September 4-14, 2007. Hundreds of entries were received from consumers that texted the keyword "NortonPHONE" to 78247. Our randomly-selected winner was Miami University student Kevin McLaughlin from Loveland, OH.



Norton Pays Tribute to 9-11

When it came to thinking of a way to pay tribute to the heroism of the 9/11 tragedy, for Norton Outdoor Advertising, using the NortonHD Outdoor Network was a "no brainer."

"We at Norton Outdoor Advertising display our poignant message to urge all Americans to never forget the fateful day of 9/11/01 and that terrorism is a very real evil in the world," said Tom Norton, Chairman and CEO.

"Our thoughts and prayers will always be with those affected by the terrible events of September 11, 2001. This is our way of solemn remembrance. It is comforting to know that so many people share in this sentiment," added Vice-President Mike Norton.



Outdoor IS Mass Communication

Minneapolis, MN - On August 1, 2007, a bridge on a major freeway to downtown Minneapolis collapsed at 6:19 PM. "We have dedicated our digital network to Minnesota Department of Transportation to communicate traffic and safety information." said Lee Ann Muller of Clear Channel Outdoor-Minneapolis.

Now more than ever, outdoor is serving as an important means of mass communication. Connecting with the public to convey pertinent information is first and foremost on the minds of public safety teams, law enforcement officials and news groups. With the rise in popularity of digital outdoor networks, critical and time-sensitive messages can be posted and, if necessary, changed within minutes. "We were live with an emergency message within 15 minutes of the bridge collapse," cites Muller. (Source: OAAA)



The **mentos** Effect

This past Spring, Norman Hecht Research, in conjunction with the OAAA and Posterscope, utilized Norton Outdoor Advertising as part of their outdoor effectiveness study featuring Mentos candy in a Cincinnati market-specific campaign. Two waves of Internet research were conducted (one pre-campaign, one post-campaign):

- 30% of respondents post-campaign recalled the Mentos outdoor advertisement, unaided (up +1400% from pre-campaign).
- Respondents also made unaided references about the Mentos outdoor advertisements, specifically citing location, design and message of the billboards.

(Source: OAAA)

Norton in the community

As a part of the Norton family, Stacy Norton Keyes grew in the family business; upon graduating from Xavier University, she immediately began her career as a Sales Executive and Marketing Manager.

In her free time, Stacy is actively involved as a Board Member of the Working In Neighborhoods (WIN) organization. WIN helps to improve 16 low- and moderate-income neighborhoods through community education, neighborhood organizing and housing preservation.

About her experiences, Stacy says "Working with WIN is so rewarding because they don't put a band-aid on social issues. Their work empowers people to make real changes that improve their lives and the communities that they live in."



Working In Neighborhoods

