

TIME LINE/HISTORY

FRONT

Advertising History of Out-of-Home In the Sky

TIME LINE



Source: www.blimp.org
Photo courtesy of www.historychannel.com

BACK

Advertising History of Out-of-Home In the Sky...

Well, that's a little bite of hot air. But wait, that's for the blimps. We've got power, we use planes – five per mission in fact!

Here's the truth, if you're a boomer who drinks Pepsi, or a Gen Xer just because, well, you probably owe it to Skytypers, not Michael. Did you read the other side of the card and happen to notice that Andy Stinis, Skytypers founder, covered the skies with the Pepsi-Cola brand all over the country for 22 years, starting in 1931!

What? You don't remember! Ask your grandpa, he was there. No, never mind, he won't remember. Try this, ask your parents if they remember the Coppertone signs in the sky. They should, it lasted for 10 years!

Today, brands such as Microsoft launched Vista, Party Monster Poker blanketed Las Vegas, over the casinos – ignoring the fly-over restriction over Vegas – we fly above 8,000 feet. For Pocari Sweat, we flew over Japan for 12 weeks, with over 300 missions and over 120 media reports reaching over 80 million people!

Skytypers – It's over many people's head, but not your's, call 888-759-8973 now! Close a deal from this mailing and get to fly on one of your missions. Better yet, we'll fly with one of your reporters covering the campaign and you'll get a bigger bang for your buck!



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SKY BILLBOARDS™

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Top: 1969-1979 Coppertone
Middle: 2007 Microsoft Vista launch
Bottom: 2006 Party Monster Poker