

TIME LINE/HISTORY

FRONT

Advertising History of Out-of-Home In the Sky

TIME LINE

1920	1931	1969	1974	1982	1984	1984	1987	2007	2007
									
<p>The blimp was invented. By 1884, a blimp is manufactured, piloted by the French Captains Renard and Krebs, who made it fly several kilometers. The blimp with U.S. Navy message (above) was flown over New York City in 1920.</p> <p><small>Source: www.blimp.org Photo courtesy of War History Channel.</small></p>	<p>In 1931 Andy Stinis is hired to launch Pepsi-Cola nationally, with over 7,200 missions during 22 years.</p>	<p>Schering-Plough makers of Coppertone Sunscreen blanket the American seashores with the Coppertone brand. Many boomers grew up with Coppertone and Skytypers. Greg Stinis takes over the sky from his father Andy.</p>	<p>Ford Motor Company hires the Skytypers squadron to brand their brand and campaign slogan, <i>Look up to Blue.</i></p>	<p>Skytypers turned to acting in Hollywood during the 80's appearing in: 1981, <i>Winds Of War</i>, <i>Swing Shift</i>, <i>Rollercoaster</i>, TV series <i>Captain America</i>; over 20 TV commercials, include: Pocari Sweat NC (Japanese Telecom), GTE Yellow Pages, Budweiser, Bartles & James by Greg Stinis as CEO of Skytypers and Squadron Commander.</p>	<p>1984-1988 Miller Brewing depended on Skytypers to separate them from their competitors.</p>	<p>Skytypers was part of the opening ceremonies of the 1984 Summer Olympics in Los Angeles. In addition to using skytyping Welcome skybillboards, Skytypers synchronized five planes flying at 185 mph to create the five Olympic Rings perfectly.</p>	<p>Pocari Sweat, Japan's equivalent of Coca-Cola launches their sports drink with Skytypers in a 12-week campaign concluding in over 300 missions over the entire Japanese island. Pocari once again invited Skytypers in 2005 for a similar 12-week event.</p>	<p>Skytypers flew over millions in Las Vegas promoting the first ever NBA All-Star Games in a non-NBA franchised city.</p>	<p>Microsoft's Window's Vista operating system used Skytypers to help launch by providing encoded messages to tech-savvy enthusiasts while driving traffic to the new brand's launch web site.</p>

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!



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

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