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OUTDOOR

## Advertising Goes Underground in Philly, Atlanta

Philadelphia subway riders were treated last week to a new type of outdoor ad that turns the view of a dark subway tunnel into 20- to 30-second motion pictures.

The computer-generated ads depicting pouring water with the tagline, "Treat yourself every day," are created by New York, based Submedia and are part of a three-month test of the new medium by Coca-Cola's bottled-water brand, Dasani. The first Dasani animated ad launched in the Atlanta MARTA system two weeks ago.

"We saw it as an innovative and breakthrough way to advertise to a captive audience," said Jennifer Jacobs, advertising manager for Coca Cola's Dasani brand. It is also the first time the company has used an out-of-home medium for Dasani. The movement of the train brings a long set of sequential images to life. Each individual image is slipped into pre-set aluminum and steel frames, which vary in length. In Atlanta, where the train moves at 35 mph, 950 feet of images produces a 20-second ad. In the Philadelphia subway system, which travels at 20 mph, 450 feet of frames produces a 15-second ad.

Developed by Joshua Spodek, a Columbia University physicist turned president/CEO of Submedia, and his co-founder Matt Gross, the company sells the space to transit systems, which then offer their underground space to advertisers for \$35,000 to \$250,000 a month, depending on the ridership of the system. The MARTA system could support about 20 such animated ads. In New York, there could be hundreds, Spodek said. —*Katy Bachman*



Subway ad displays, like the above demo, use the subway's motion to animate the message.