

Creative Marketing Ideas

Contributed by Steve Gillman
Monday, 11 May 2009

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{bot_wrgoogle}Show Media has advertising displays on top of 3,000 taxis in New York. They charge client (which include Levis, Nike and other big companies) \$200 per month for each ad, and they pay \$100 to the cab company. That leaves enough room for healthy profits. Founder Laurence Hallier says that a typical campaign, which would cost \$40,000 per month for exposure on 200 taxis, is seen by 25% of the city's residents - each day.

That got me to thinking about what other creative marketing ideas and opportunities are out there in the area of advertising. The following is a short list I am coming up with as I write this. Some of these may already exist.

Street Signs - In these tough times, many cities are looking for additional revenue. Could placing advertising on street signs provide it? In addition to providing monthly revenue, the company that arranges this might have to make new signs for the city, saving it this cost.

Personal Car Ads - I know this is being done in some areas already. What is needed is a simple system. Have a place where a driver can pull in, have a sign attached to his or her car, and get a check for keeping it there for six months.

Kite Ads - In areas with consistent breezes it might be possible to have kites flying most of the day with large ads on them. Beaches are a natural location, but this may work in other places as well.

Sidewalk Audio Advertising - As people walk by certain locations an ad automatically plays. Advertisers could be charged by the number of times an ad plays (getting a good deal when more than one pedestrian happens to be there to hear it). Another angle here is to sell the units to specific businesses. A restaurant might have a recording that is triggered by each passer-by, saying something like, "Hello, come on in right now and you'll get a free drink with your sandwich."

Yard Sign Advertising - I'm not sure about the legality of this in most places, but many yards have signs supporting political candidates or announcing that some company just replaced the windows or did the landscaping, so why not have paid advertising? Residents get a monthly check for each sign, and advertisers pay twice that, leaving room for a profit for the company that does this.

Mural Advertising - This one might be an opportunity for a budding artist. He could find a building that is ugly and ask the owner how much he would want to have a nice advertising mural on it. Then he could find advertisers who will pay enough to leave him with a decent profit. The owner of the building might have to get final approval on the planned mural and agree to leave it there for a couple years.

Odor Advertising - Have the smell of fresh cooked food pumped onto busy sidewalks, alongside a sign or audio ad promoting a restaurant.

Advertising With Plants - Bushes could be trimmed into the shape of a company logo. Flower beds could be planted with logos or even in the shape of words for advertising. Cornfields near airports could have ads cut into them to be seen by plane passengers above.

Marketing Games - A company might get word-of-mouth advertising by making it into a contest or game. Participants sign up online and get a number which they give out with their recommendation. The person who has referred the most customers after a year wins a big prize.

DVD Ads - There is already advertising for other movies IN DVD movies, but what about on the box that the DVD comes in. I'm not referring to the one that it is sold in. Many movie rental stores have their own blank boxes that they send out all of their movies in. Could they sell advertising on those? It could be for local products or services (a restaurant, for example), or products available nationally.

Those are the ten creative marketing ideas that I could think of in the forty-five minutes it took to write this. You can probably add a few to the list with a bit of brainstorming.

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