

Entry into a professional sports Hall of Fame organization is a lifelong goal for any athlete, and entry into a Hall of Fame for talent as an athlete and a broadcaster is extremely rare. However, Norton Outdoor Advertising and a hometown committee representing the late Cincinnati legend Joe Nuxhall is about to change that.

With one "playlist" provided on the NortonHD Outdoor Network, Cincinnati residents were encouraged to log on to the website [www.HOFJOE.com](http://www.HOFJOE.com) (spearheaded by Greg Jolivet, Bulter County, Ohio Commissioner) to "**Vote for Joe**" for the National Baseball Hall of Fame. The advertisements were live on the NortonHD Outdoor Network from November 13-29, 2007 and the results were overwhelming. The website [www.HOFJOE.com](http://www.HOFJOE.com) was inundated with website traffic, and, as a result, Joe Nuxhall received 82,304 online votes for the National Baseball Hall of Fame, shattering the previous record of 34,705 votes. Joe's votes were tops throughout the voting pool, with 10 times more than the 2nd-place finisher, Bill King (7,659 votes).

On the success of the "Vote for Joe" campaign, organizer Scott Lepsky remarked:

"... a significant number of those [website] hits were generated by the billboard initiative undertaken by you and your team."

## Sweet Display

Recently, Cincinnati's favorite local bakery, **Busken Bakery**, teamed with Norton Outdoor Advertising for a pre-holiday advertising campaign on the NortonHD Outdoor Network. Busken **maximized the value and flexibility of the**



NortonHD Display

**digital displays** - over 30 different ads were shown on the network during their 4-week run beginning in late October 2007.

Busken, along with their local advertising agency The Creative Department, utilized the medium to its fullest extent by day- and week-parting time sensitive messages. For example, a coffee ad ran throughout the morning daypart; a latte ad in the afternoon daypart; and a dessert ad during the evening daypart.

Busken also utilized day-specific ads, including: "Boo Day" during Sundays for Bengals games, "Baked Fresh Tuesday: Heath Coffee Cake" on Tuesdays to announce that day's fresh-baked good, and "A Good Night for the Heebie Jeebies" on Halloween.

## Digital Snapshots

With the passing of each month, more nationally-recognized organizations are seeing the value of digital technology to outdoor advertising. In November 2007, the **American Advertising Federation (AAF)**, the oldest and one of the largest advertising associations, announced its support for digital outdoor advertising:

"[Digital billboards are] an important source of information for motorists, as well as an important medium for many local businesses, which are able to purchase targeted display time for a few days or even a few hours."

A month prior, in October 2007, the **U.S. Department of Transportation** issued a memorandum that declared digital billboards, in fact, did comply with the Highway Beautification Act. Department of Transportation officials also determined digital billboards did not violate the ban "flashing and intermittent lights;" and pushes the governing responsibility onto the individual states.

Most recently, **U.S. Department of Homeland Security Secretary Michael Chertoff** noted:

"Digital billboards have been effective in supplementing existing emergency-information systems and have the potential to further improve our ability to inform citizens in times of disaster."

Sources: OAAA Website, [www.oaaa.org](http://www.oaaa.org); American Advertising Federation Website, [www.aaf.org](http://www.aaf.org)

## Norton in the Community

Norton Outdoor Advertising provides Public Service Announcements (PSA's) for numerous causes and **donated over \$400,000 in 2006** in advertising space and costs to local charities and non-profit organizations including:

- Boy Scouts
- Girl Scouts
- Freestore Foodbank
- Crime Stoppers
- Hoxworth Blood Center
- Ronald McDonald House Charities
- St. Vincent DePaul
- The Leukemia & Lymphoma Society
- Better Business Bureau
- March of Dimes... and more!



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Norton 8-Sheet Poster