



Hubcap ads put new spin on marketing

By Theresa Howard, USA TODAY

As many marketers shift some of their ad dollars from traditional mass media to chase a fragmented audience, new marketing mediums are popping up to capture some of the action.

Add to that list: wearable and drivable outdoor ads. Adver-Wear has created T-shirts with 11-inch embedded video screens and four mini-speakers to make the wearer a high-tech walking commercial. And AdFleet has created proprietary non-spinning wheelcovers that make vehicles rolling posters.

Twentieth Century Fox tapped Adver-Wear to promote its new Will Smith movie *I, Robot* in 10 markets. Fashion models wore 50 of the shirts — playing 2½-minute movie trailers on the flat mini-screens — in cities including New York, Los Angeles, Atlanta and Boston.

"It's a great example of a technology that is both mobile and unique," says Jeffrey Godsick, Fox executive vice president, domestic theatrical publicity. "It's unexpected, and the quality is so good. It's sharp and clear as can be."

AdFleet is working with taxi fleets in major cities to place wheel-cover ads on 10,000 cabs, which get \$50 each for a four-week ad run, says AdFleet President Ian Klassen. The ad disc is attached with a special clamp on the wheel's lug nuts that keeps the ad stationary (and readable) while the tires roll.

"Your head will turn," Klassen says. "The car looks like it's floating. This is a brand new aspect of the outdoor medium that has previously been untapped."

The first ads appeared recently in Los Angeles for Jiffy Lube, the L.A. Dodgers and Taco Bell.

"It's a creative way to reach consumers," says spokeswoman Laurie Schalow of Taco Bell, which ran ads promoting late-night hours on 50 cabs as part of a test. "Nowadays, you compete with the Internet, radio and TV, so it's more challenging to have your message break through."