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## **LA OPERA THINKS OUTSIDE THE TANK**

### Media-N-Motion's Tankside Advertising Riding Along Southland Freeways Selected to Promote LA Opera's 2007-2008 Series

Los Angeles, CA – When LA Opera officials wanted to find new ways to promote the 2007-2008 season offerings, they decided to issue an invitation that just can't be ignored. Thanks to an innovative concept by new Los Angeles-based outdoor media firm, Media-N-Motion, that uses tanker trucks wrapped with advertising, L.A. drivers will see large-scale advertisements for LA Opera right next to them on the freeway or at red lights.

Three-dimensional, eye-catching black, red and white wraps feature characters from Mozart's *Don Giovanni*, list the season's productions, and stretch across two gleaming silver, adjoining tankers. Each tanker is approximately 20 feet long, 6 ¼ feet high, and nearly 8 feet wide. While these tankers help create cost-effective "buzz" around LA Opera's 2007-2008 season, their main function is utilitarian – transporting gasoline from ports to various gas stations around Los Angeles County.

Because these tankers are operating on their daily routes– traveling 16 to 20 hours per day, six to seven days a week on routes that crisscross the most heavily traveled Southern California freeways, highways and city streets, tankside advertising is extremely cost-effective. Each tanker generates a daily GPS report in 15-minute intervals, which gives advertisers weekly readouts concerning visibility and accountability. For about one-quarter the cost of billboard advertising, tankside ads can be viewed on the region's freeways by up to 4.35 million consumers per month.

"Tankside advertising is the new generation of outdoor advertising – it is for the ingenious and resourceful advertiser, who wants to make a bold statement," said Joseph Klein, one of Media-N-Motion's founders. "There are undeniable advantages over outdoor billboards and wallsapes. The cost is less than 25 percent the cost of billboards and one-eighth the cost of a wallscape. Combine that with near 24/7 exposure, all over Southern California, and tankside advertising is an untapped advertising medium waiting to be discovered.

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*Media-N-Motion LA Opera*

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“Billboards are static,” added Klein, “and when travelers see them everyday they eventually blend into the background. Tankside advertising is always moving, can be seen from both sides of the street or freeway and continuously generates a fresh look for the consumer. As our slogan says, ‘Sometimes what’s on the outside really does matter.’”

There are a limited number of billboards, and with increasing regulation, their number will not increase. Tankside advertising effectively addresses this shortage and can be inserted into areas that do not have billboards. And unlike billboards, tanker wraps do not disrupt the view of the landscape.

Like LA Opera, advertisers can create innovative ads that utilize the tanker’s cylindrical shape. In addition, tanker advertisers have the flexibility to park the trucks outside of venues for special promotions.

“This campaign reflects LA Opera’s effort to reach out to an audience that is on the move,” said Gary Murphy, LA Opera’s Director of Public Relations. “In LA, a city that values the driver’s experience in the car, tanker advertising is a fresh and innovative surface that helps us reach out during those key commuting hours in Los Angeles, when our target market is on the Southern California freeways and streets. Plus, it’s a highly affordable medium for us and gives us far greater exposure than billboards or bus stops.”

The L.A. TV station KCAL-9 utilized tankside advertising to promote the syndicated show “Southpark.” Mort Marcus, President of Debmar-Mercury, the syndicator for Southpark said, “The Southpark truck was awesome. The ad stood out and could be seen for ‘miles.’ Tankside advertising is the perfect for the aggressive, cutting edge advertiser.”

The National Hockey League’s Los Angeles Kings discovered the tanker wraps last year when they added tankside advertising to their marketing mix for the 2005-2006 hockey season. For the season’s opening night celebration, a tanker truck with the words “Kings Rule” generated lots of excitement and had hundreds of fans taking pictures. “The tanker was a great addition to outdoor campaign,” said Jonathan Lowe, Director of Marketing for the Los Angeles Kings, “and we look forward to partnering with them again in the near future.”

Tanker wraps are the brainchild of three amateur ice hockey players who met at a Southern California rink: Mike Doggett, Joseph Klein, and Greg Bernocco. Doggett’s company, MJ Industries, owns the tanker trucks; Klein is a real estate attorney, and Bernocco is a former insurance broker. Together they formed Media-N-Motion in 2005 and now encourage advertisers to “Think Outside the Tank.” They offer both one- and two-tank trucks nationwide, primarily in heavily-populated metropolitan areas where petroleum tankers are already on the road around the clock.



For more information, visit [www.media-n-motion.com](http://www.media-n-motion.com) or [www.laopera.com](http://www.laopera.com).

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Note to editors: Photos available for downloading at [www.media-n-motion.com](http://www.media-n-motion.com)/ Interviews with Media-N-Motion and LA Opera spokespeople can be scheduled by contacting Joanna Brody at [Joanna@brody-pr.com](mailto:Joanna@brody-pr.com) or (310) 582-0085.