

Marketing 0.0: Promos on the Cheap

Forget social media. Never mind Twitter. Enterprising brands are discovering that low-tech (and no-tech) marketing still turns heads

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The following is an excerpt from the published article.

“Corporations now make up 75 percent of our business,” says Michael Arnold of Arnold Aerial Advertising in New York, which busies itself with a related business that’s roughly as old as aviation itself: towing advertising banners behind prop planes. Arnold’s single-engine planes have flown branding messages for the likes of Nutrisystem and Smirnoff. And with hourly plane rates starting at \$495 and millions of potential eyeballs below, the cost looks far more attractive than the average TV spot.

Brands as well-known as McDonald’s and Fox News doing this kind of advertising is a significant turnaround from just a few years ago when most air banners hawked 2-for-1 deals at the local BBQ joint. But the reasons why bigger brands are going for this old-fashioned idea can be seen in the numbers. According to the company, 88 percent of consumers who see aerial banner messages remember them 30 minutes later. Compare that to your average pop-up ad. “The bottom line,” Arnold says, “is people see these ads in ways they don’t see the others.”



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