



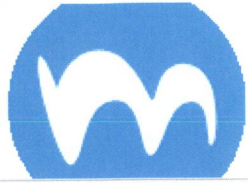
Long Beach City Council  
January 10, 2012

**CHANGING DYNAMICS IN  
CONSUMER MARKETING  
AND SPONSORSHIPS**

Richard Birt, Fast Forward  
Rick Robinson, MacDonald  
Media  
John Sullivan, The Producing  
Group



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# City of Long Beach

Point of View  
Social/Local/Mobile





# Merging Two Worlds: Customer Touch Points

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## **Direct Marketing**

Home Address (Mail)

Landline Phone (Telemarketing)

Email (Digital Casting or Remarketing)

Cell (SMS FTEU)

Social Share (Viral)

**1 to1**

## **Traditional Advertising**

Television (Home or set box)

Radio (Car or Home)

OOH (Car)

Magazine (Home or Internet)

Run of Paper (Home or Internet)

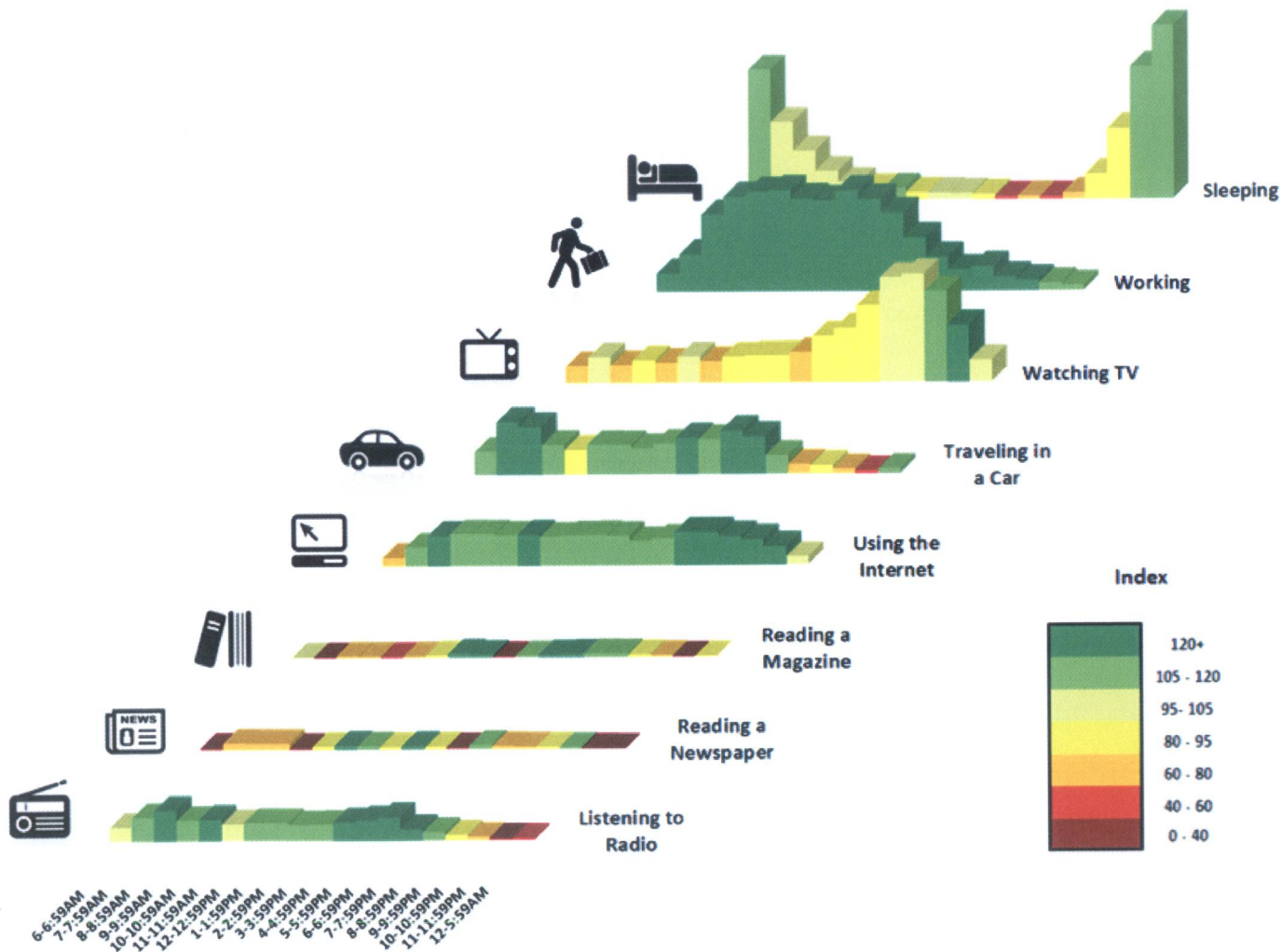
Website (Home)

**1 to many**





# Media Consumption







*Segmentation systems can be used to identify key media targets and provide proprietary insights.*

*We use a system developed by Acxiom called Personix.*

*It ranks 97% of all U.S. households in 70 succinct clusters.*





## Long Beach: Wealthier than You Think

#	%	Long Beach	Nickname	Age	Marital Status	Ownership	Children	Income
1	2.1%	<b>127</b>	Summit Estates	46-65	Married	Owner	School-age Kids	Wealthy
2	4.8%	<b>193</b>	Established Elite	56+	Married/Single	Owner	No Kids	Wealthy
3	1.4%	<b>192</b>	Corporate Clout	36-65	Married/Single	Owner	No Kids	Wealthy
4	1.3%	<b>148</b>	Skyboxes & Suburbans	36-55	Married	Owner	School-age Kids	Wealthy
5	1.3%	<b>136</b>	Sitting Pretty	46-65	Married	Owner	No Kids	Wealthy
6	0.7%	<b>164</b>	Shooting Stars	30-45	Married	Owner	No Kids	Wealthy
7	1.4%	<b>150</b>	Leveraged Lifestyles	36-55	Married	Owner	Kids; Age Mix	Wealthy
8	2.0%	<b>136</b>	Full Steaming	56-65	Married/Single	Owner	No Kids	Affluent
9	4.3%	<b>259</b>	Platinum Oldies	66+	Married/Single	Owner	No Kids	Upper Middle
10	1.0%	<b>177</b>	Hard Chargers	30-45	Single	Owner	No Kids	Affluent
11	1.1%	<b>67</b>	Kids & Clout	36-45	Married	Owner	Kids; Age Mix	Affluent
12	1.8%	<b>124</b>	Tots & Toys	30-45	Married	Owner	Toddlers/Preschool	Affluent
13	3.5%	<b>167</b>	Solid Single Parents	36-55	Single	Owner	School-age Kids	Affluent
14	2.7%	<b>228</b>	Career Centered Singles	46-65	Single	Owner	No Kids	Affluent
15	0.0%	<b>1</b>	Country Ways	46-65	Married	Owner	No Kids	Affluent
16	0.0%	<b>3</b>	Country Single	36-65	Single	Owner	No Kids	Upper Middle
17	4.0%	<b>147</b>	Apple Pie Families	46-65	Married	Owner	School-age Kids	Upper Middle
18	0.5%	<b>116</b>	Married Sophisticates	30-35	Married	Owner	No Kids	Upper Middle
19	0.1%	<b>10</b>	Country Comfort	36-55	Married	Owner	Kids; Age Mix	Upper Middle
20	1.2%	<b>79</b>	Dynamic Duos	36-45	Married	Owner	No Kids	Upper Middle

Acxiom ranks the LA Basin into 70 succinct clusters. Compared to the LA Basin, Long Beach over indices on 15 of the 20 most affluent clusters

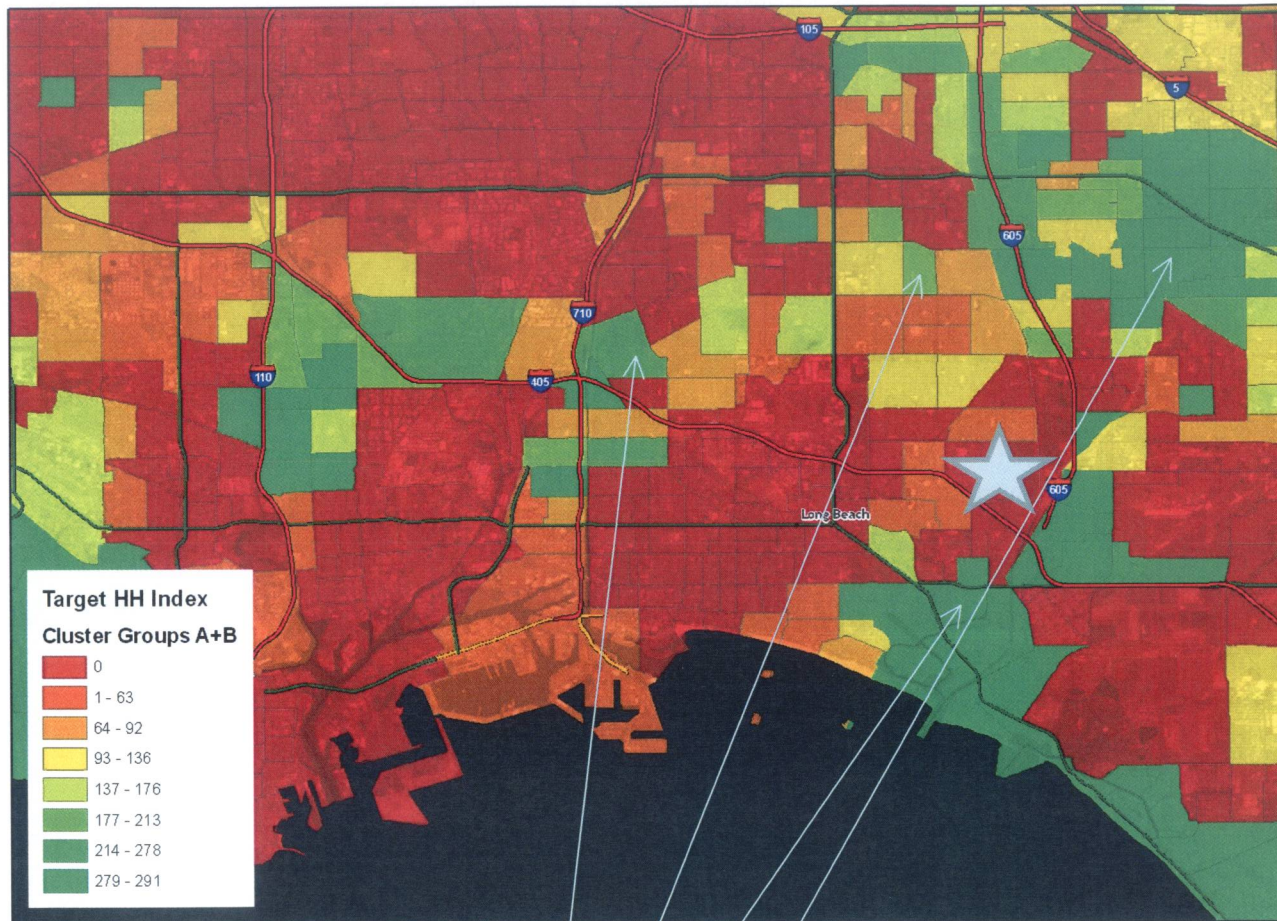
100 is on par; 193 = 93% more likely to be Established Elite







# Long Beach Affluent



District 5 lies adjacent to most affluent areas: most desired Sponsorship demos: top 10



## Top Personicx Clusters by Addressable Households

01	01 Summit Estates	2501	
02	02 Established Elite	5749	
03	03 Corporate Clout	1716	
04	04 Skyboxes & Suburbans	1523	
05	05 Sitting Pretty	1560	
06	06 Shooting Stars	892	
07	07 Leveraged Interests	1686	
08	08 Full Steaming	2372	
09	09 Platinum Oldies	5195	
10	10 Hard Chargers	1221	24415

24,415 Affluent households lie within the Long Beach ZIP footprint; x 3.5 members per HH = 85,000 individuals or the effective reach.



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## Solid Upper and Middle Class

11	11 Kids & Clout	1318	
12	12 Tots & Toys	2176	
13	13 Solid Single Parents	4244	
14	14 Career Centered Singles	3271	
15	15 Country Ways	6	
16	16 Country Single	8	
17	17 Apple Pie Families	4868	
18	18 Married Sophisticates	545	
19	19 Country Comfort	114	
20	20 Dynamic Duos	1483	18033

18,033: A nice mix of young adult families,  
dual income, and urban-oriented singles;  
estimated 63,000 individuals.





## Mid Market

21	21 Children First	1087	
22	22 Fun & Games	1661	
23	23 Acred Couples	1131	
24	24 Career Building	1637	
25	25 Clubs & Causes	1360	
26	26 Savvy Singles	4441	
27	27 Soccer & SUVs	1884	
28	28 Suburban Seniors	1285	
29	29 City Mixers	4103	
30	30 Spouses & Houses	498	19087

There are 19,087 consumer households who exhibit characteristics of a solid middle class; estimated 67,000 individuals.





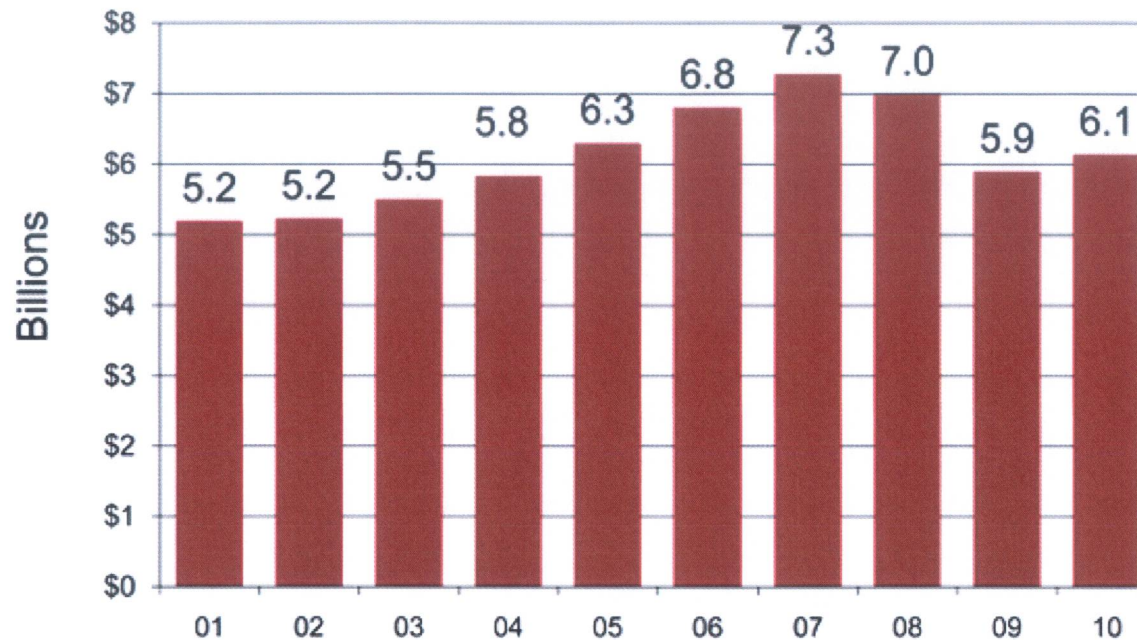
# OUT OF HOME ADVERTISING



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## Demand Exceeds Supply



- OOH realizing revenue growth against a fixed inventory supply
- Extreme pressure in pockets - Top 5 markets, premium and unique inventory
- NY & LA code enforcement battles with illegal signage
- OOH is only "local" medium experiencing growth - re: newspaper & radio
- OOH teamed up with digital/mobile going forward







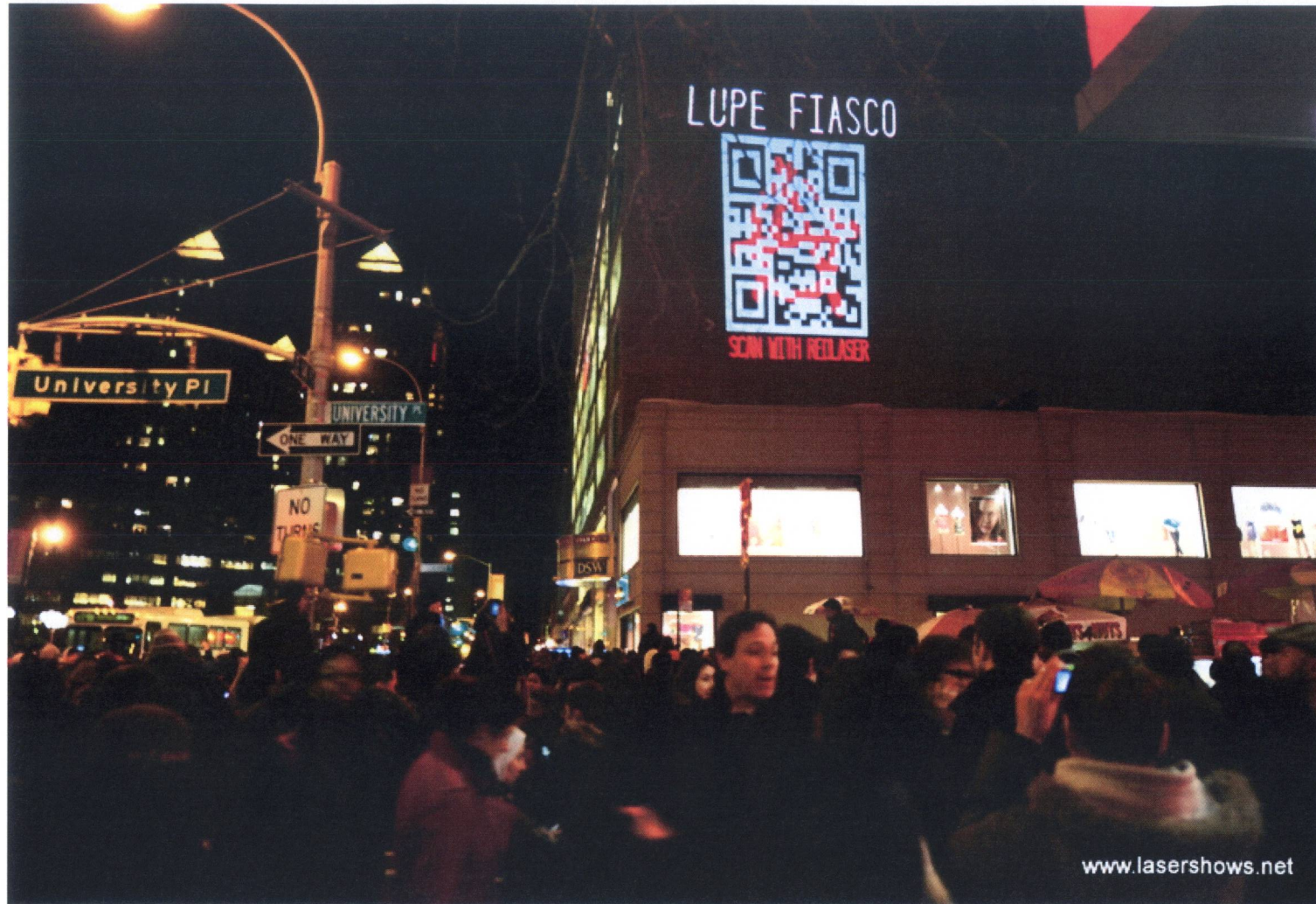
## OOH Media - Diverse Landscape (More than billboards)







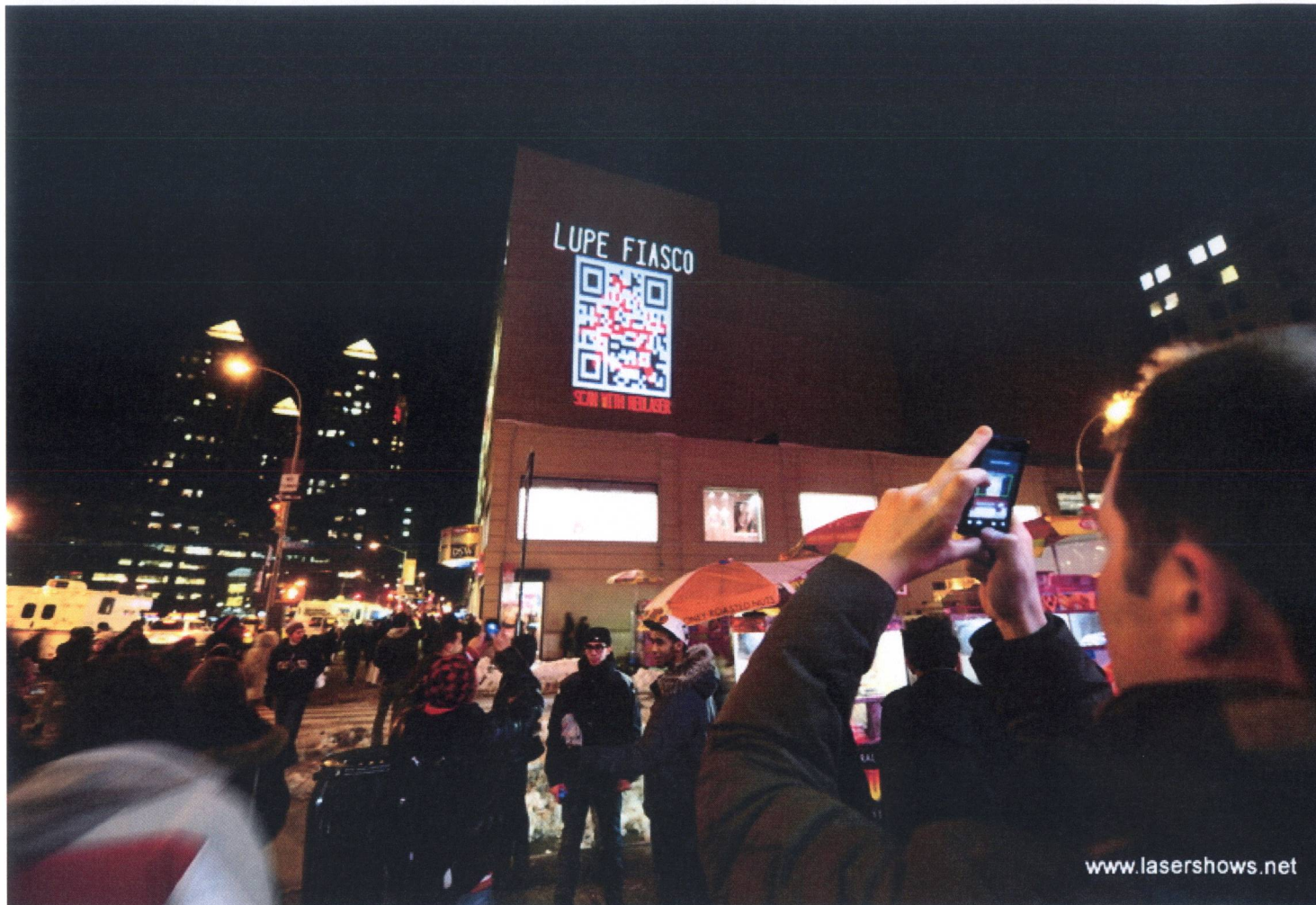
## OOH Media - Diverse Landscape (Social Connect)







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## Environmental “Green” OOH







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## Potential Inventory Criteria

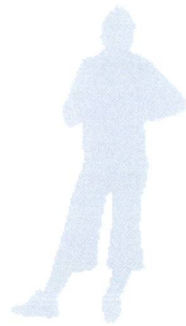
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- High Visibility - Heavy vehicular/pedestrian exposure
- Context - Relevant Adjacency (OOH is about Real Estate)
- Access
  - Single contact point
  - Limited red tape
  - No legal issues
  - No hidden fees
  - Political (PR) support
- Value
  - Competitive (comparative) media rate
  - Production costs in line with media value
  - Audience measurement
- Scalable - can we do it in other markets





Thank You



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