



## **Product Spotlight**

### **Beach Media**

It's that time of year again: vacationers put the winter months behind them and start heading for warmer, sunnier climates. And for advertisers looking to reach this suntanned demographic, what better way than at the beach!? Whether your target audience includes spring breakers, vacationing families, snowbirds, or high-income resort travelers, there are many effective ways to reach each of them. Many advertising opportunities exist at the beach, including aerial, water vessel, sand imprint, telephone kiosks, lifeguard towers, wrapped vehicles, inflatables, tents, trash receptacles, umbrellas, and street teams—just to name a few.

#### **Benefits of the Medium**

Beach advertising can have a great impact because of frequency. Vacationers are usually at the beach for a few days at a time. The message reaches them every day—and possibly all day—depending on the advertising vehicle. Plus, beach-goers tend to be a captive audience with an open, relaxed mindset.

Beach media is unique, giving the advertiser the opportunity to stand out and make an impact. Plus, advertisers don't have to break through the typical ad clutter on the beach like they do in other venues.

#### **How It is Used**

Advertisers can target different demographic segments with beach media using location, time period and venue. College students can be reached by targeting spring break destination beaches in March and April. In addition, clients can target spring break parties with tents, inflatables or street teams.

If families are the target consumer, then summer months work best. For a campaign lasting a couple months, more standard media may work better—lifeguard towers, trash receptacles, beach panels and phone kiosks. Aerial advertising and sand impressions can grab attention as well.

Higher income couples may opt for the more elusive beaches, but you can still use water vessel and aerial advertising to grab their attention. Countless opportunities exist when targeting with beach media.

#### **How It is Measured**

Currently, there are no standard guidelines for measuring a beach campaign. However, you may be able to incorporate street teams for surveying, sampling, etc. Beach media can also be measured if it directs the consumer to a particular website. Another option is to get involved in a beach event and monitor attendance numbers.

## **Markets Available**

You can find beach media in just about any coastal market. If you aren't aware of any companies covering a particular beach, you could contact one of the many companies on DOmedia who may be able to customize a program for a particular location.

## **New Technology**

Some products such as phone kiosks might have built-in charging systems. Others may have audio capabilities or digital displays. For instance, some water vessels may have digital displays visible as they pass by beach crowds.

## **Who Provide the Products**

DOmedia's online database contains media listings for over 40 companies that offer beach advertising. For the complete list, log on to [DOmedia.com](http://DOmedia.com) and search by **Venue**  
> **Beach / Waterfront**