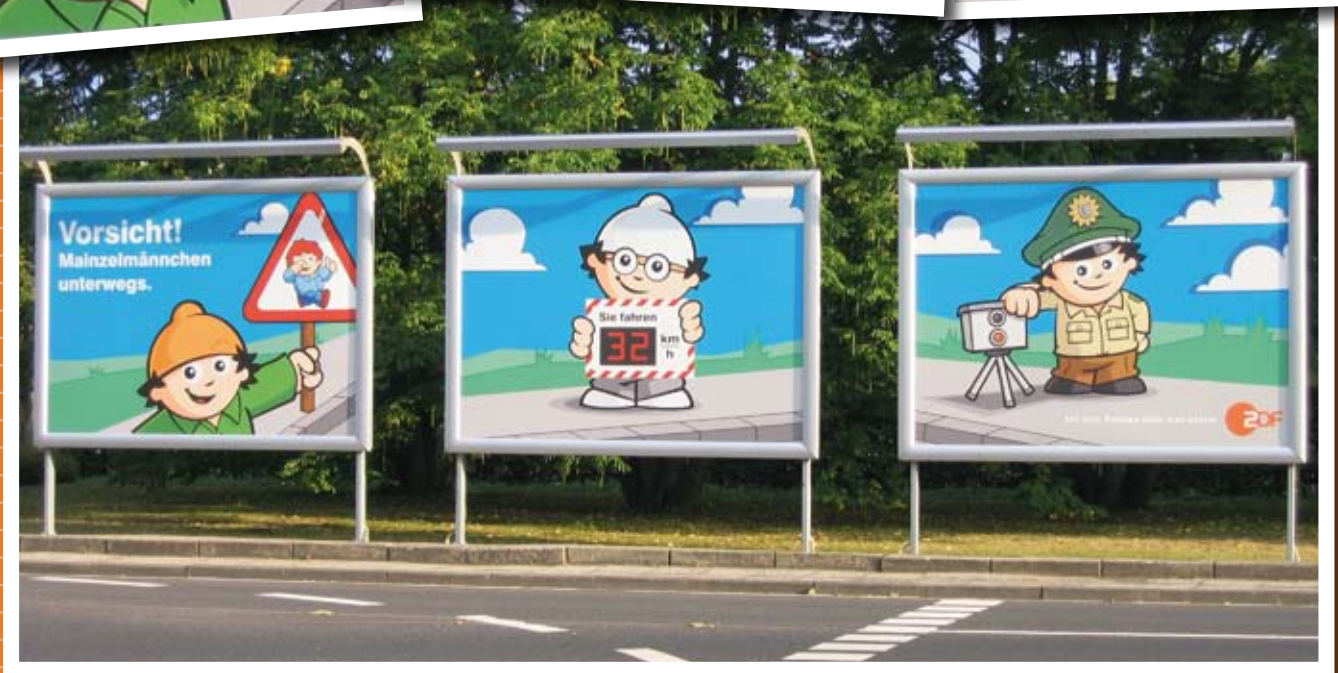


# Intelligent creativity coupled with innovative outdoor advertising

The ZDF marketing department has been using the diverse design possibilities of StretchBoards for many years. Using a combination of three, very fanciful campaigns have been made reality time and time again, thus achieving an exceptional advertising impact. This leads to an increase primarily in customer and employee loyalty as well as to the identification of the audience with ZDF. The StretchBoard installations are treated as a business card for the roughly 50,000 external visitors per year that come to the live broadcasts in the Mainz-based broadcasting centre. In addition to announcements of upcoming programmes, the StretchBoards present seasonal themes for visitors.



No one can zip past the speed display with the "Mainzelmännchen" figures at the entrance to the visitor and employee parking lots in Mainz. The speed of incoming vehicles is measured here in real time.



The advertising impact for the 2008 Berlinale almost gives the observer a bear hug. By extending the billboard upwards and downwards, the Golden Bear appears in super size.



A rose-coloured glasses bridge links the billboards on which the station's romantic movies are announced.



Christmas greetings with a difference: A fog machine lets the smoking man (normally an incense burner carved from wood and used at Christmastime) do his thing; small magnetic LED lamps create a blaze of lights.