

New eco-friendly media from CARSPAZE

Written by PRNewswire

Tuesday, 23 June 2009 16:07

NEW YORK: CARSPAZE USA, Inc. is rolling out an innovative, eco-friendly advertising medium that transforms parking lots into large-scale, drive-in brand environments. JetBlue is pioneering this new concept creating installations in Northern Virginia and Los Angeles, California, using in-flight monitors and a concierge service to reinforce its "More" campaign message.

CARSPAZE is a patented advertising platform using materials developed in Europe including recycled printed panels, crushed tires and low energy recyclable lighting – eco-friendly materials that do not end up in landfill unlike so many other types of billboard advertising.



These materials are also fire retardant. So, for the first time, advertisers can create large-scale installations in the strictly regulated parking garage environment.

"We are minimizing our impact on the environment while providing a creative new way for advertisers to engage with consumers. We have transformed a grey concrete box into a large canvas for brands with incredibly high recall," said CARSPAZE's managing director Jim Anstey, referring to Nielsen research findings of over 95 per cent unaided recall after one hour.

JetBlue's installations are designed to bring alive the in-flight experience with seat back TV monitors (every third monitor is playing real TV content) all set in a cloud-like environment. Each location will also have an on-site concierge assisting customers with shopping bags, providing mall information and distributing in-flight snacks and drinks.

"JetBlue is happy to be a part of this interesting new medium that has the potential to give back to the consumer. For our brand, this opportunity allowed us to bring to life the idea that JetBlue gives you more in a unique and engaging way not offered by traditional media," said Fiona Morrisson, director of brand and advertising.

The first two airline installations will be at the upscale shopping malls Macerich's Tysons Corner in Northern Virginia and Westfield Century City in Los Angeles.

CARSPAZE provides these locations with an interesting new visual installation and adds to the customer experience. "Westfield is always looking for innovative ways to make the customer experience more memorable and enjoyable," commented Westfield's executive vice-president of marketing, Alan Cohen. "The CARSPAZE platform will activate the parking facility with its eco-friendly materials and unique presentation of an exciting brand."



CARSPAZE has partnerships in place with some of the largest operators of premium malls including, Westfield, Macerich and General Growth Properties. Future locations include high traffic lifestyle locations such as airports, sports stadiums and downtown office parking garages. CARSPAZE is part of a growing marketing trend towards creating media and brand experiences at life-centric locations. Anstey of CARSPAZE developed the first "pop-up store" for Delta Airlines in New York City in 2003, followed by pop-up stores for clients such as Sharp, Motorola, Timex, Lexus, Target, Bravo and The Sci Fi Channel prior to coming to CARSPAZE USA, Inc. CARSPAZE USA, Inc. uses patented European innovation and eco-friendly materials to create unique media environments while dramatically improving the car parking experience.

CARSPAZE has offices in New York City and Palm Beach Florida and can offer advertisers locations in the top 15 US markets.

[For more details, visit www.carspaze.com](http://www.carspaze.com)