flyby ads

los angeles, ca

“that is just about the coolest thing i’ve ever seen!”
JACK
IS
BACK
amazon prime video
NOV 1
#jackryan
flybyads

proposal outline

01
site locations

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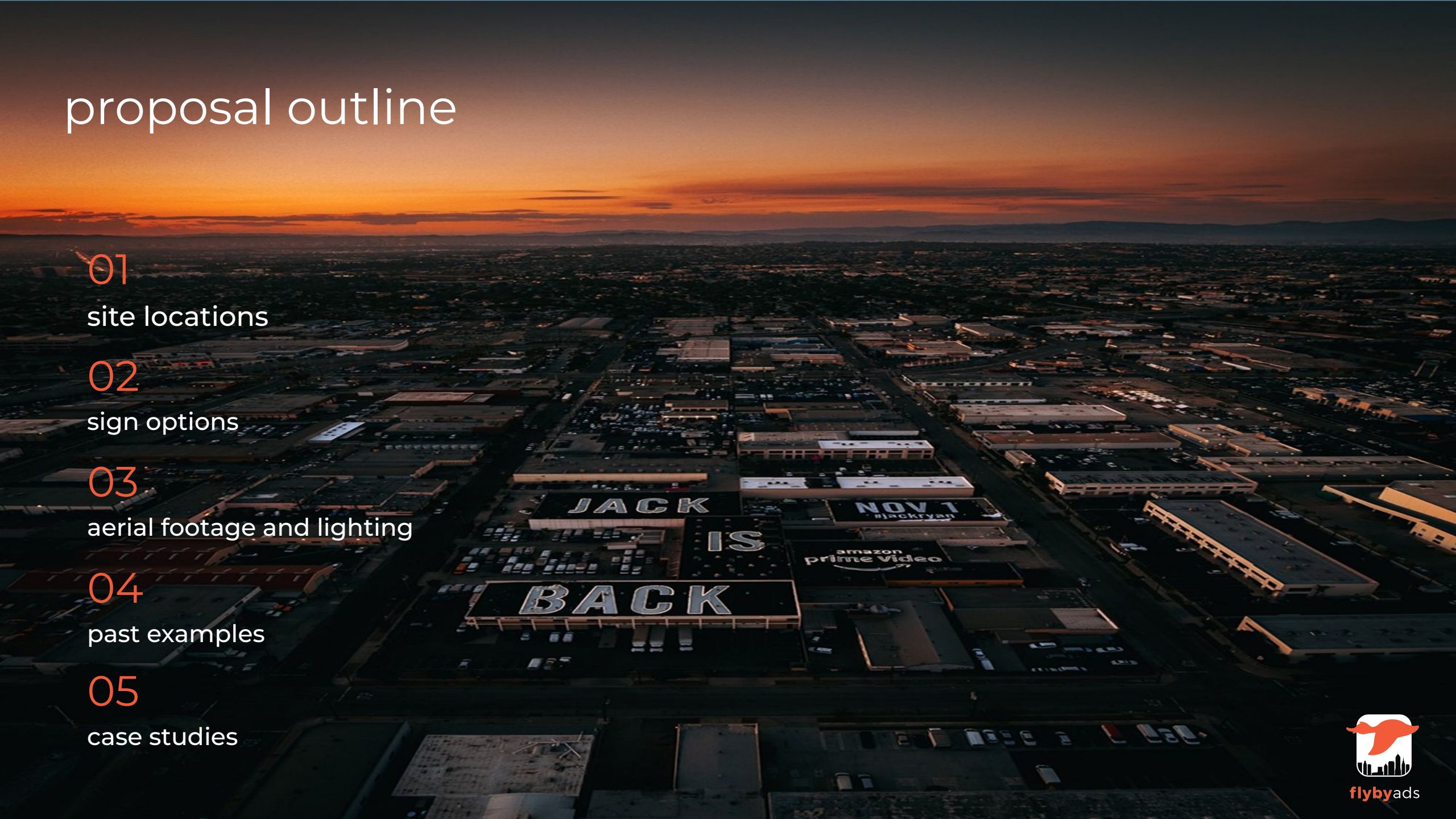

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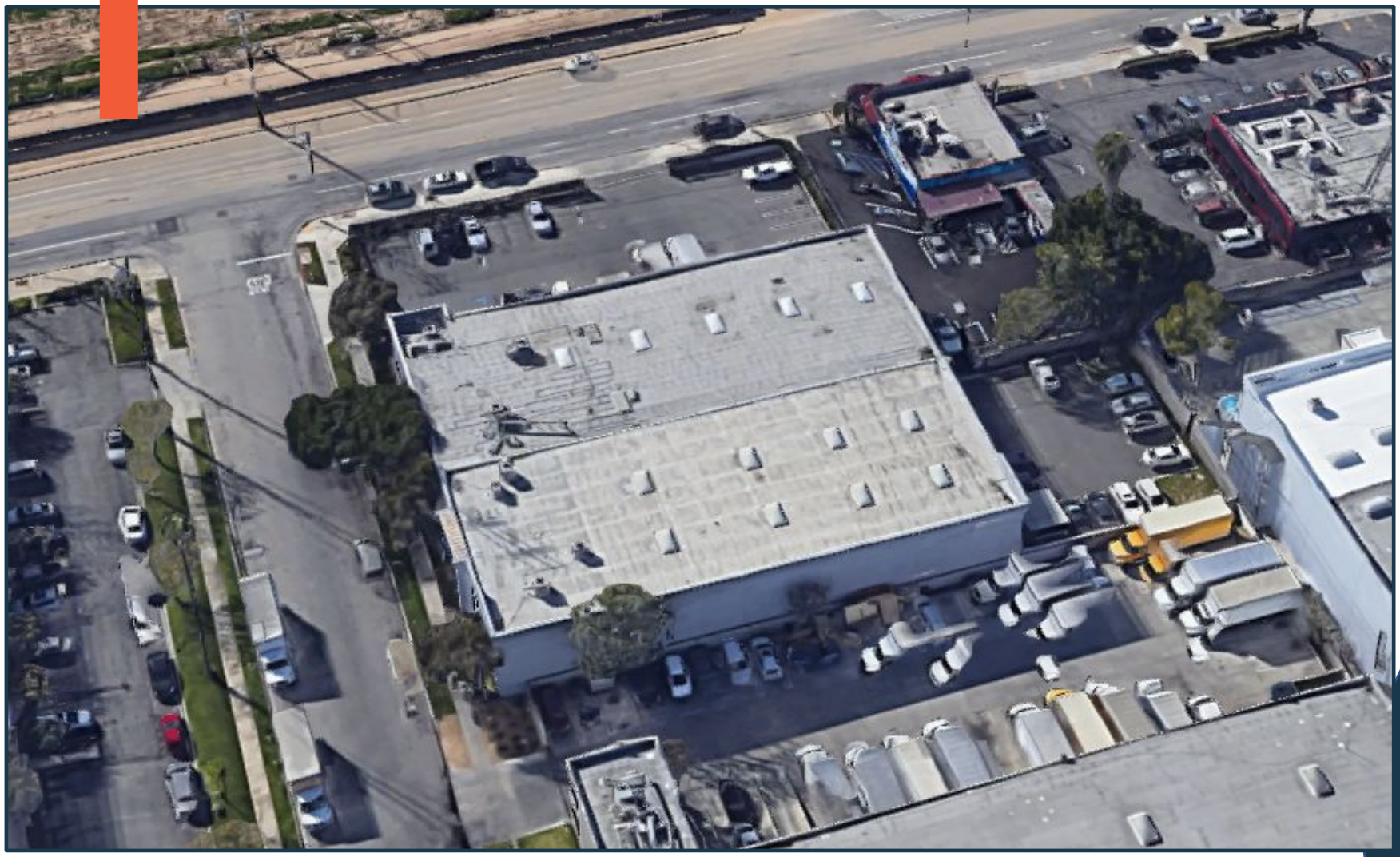
01 site locations

flybyads

site locations | lax cluster

flybyads

site locations | lax 07



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02

sign options

location	sign dimensions (h x w)	sign size (sqft)	impressions (4-weeks)	production	installation	net media	total cost (4 weeks)
LAX 01	75' x 150'	11,250	652,800	$19,688	$17,000	$35,000	**$71,688**
LAX 02	55' x 120'	6,600	652,800	$11,550	$17,000	$35,000	**$63,550**
LAX 04	60'x 200'	12,000	652,800	$21,000	$17,000	$35,000	**$73,000**
LAX 05	160' x 80'	12,800	652,800	$22,400	$17,000	$35,000	**$74,400**
LAX 06	95' x 185'	17,575	652,800	$30,756	$17,000	$35,000	**$82,756**
LAX 07	125' x 150'	18,750	652,800	$32,813	$17,000	$35,000	**$84,813**

all sites subject to property owner approval

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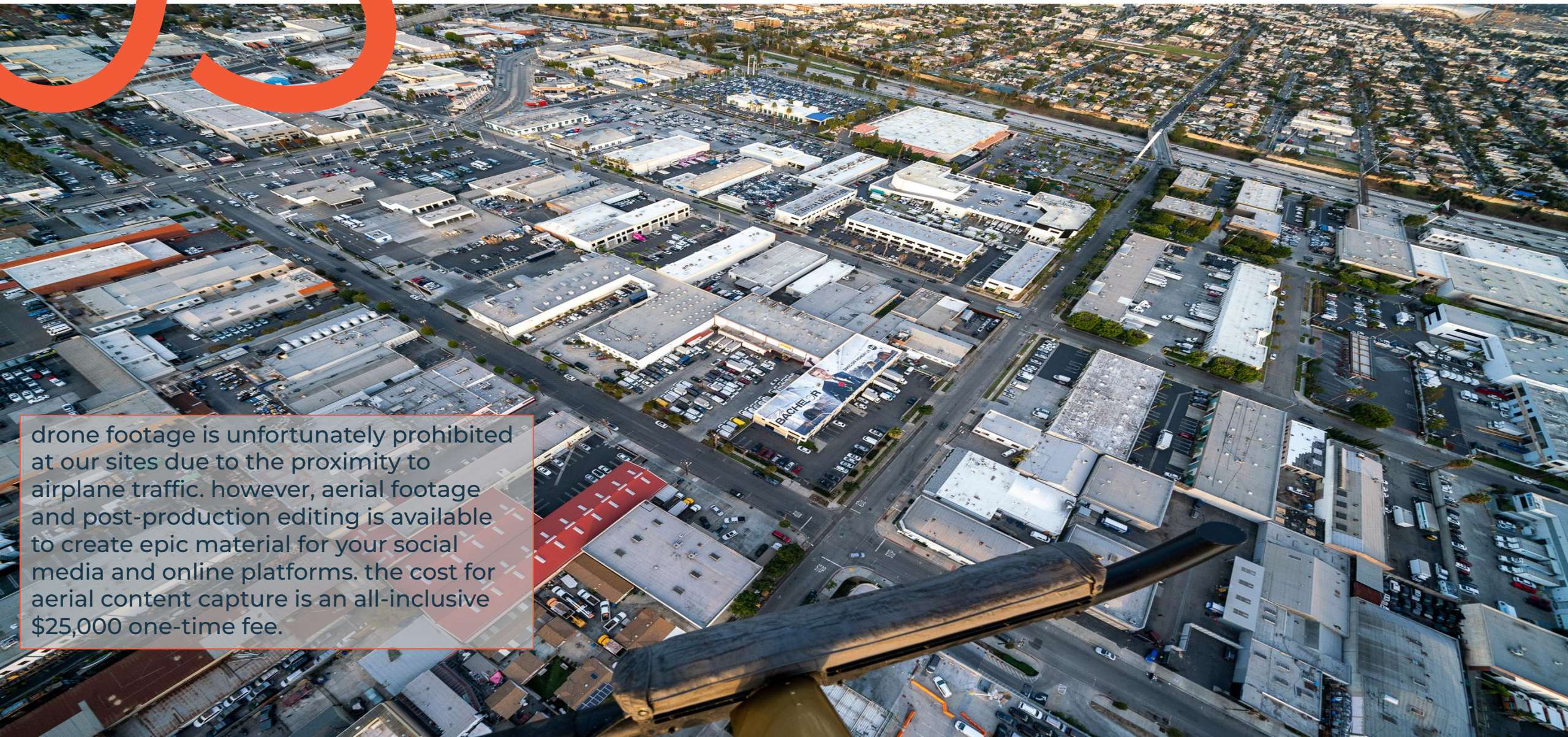
03 helicopter footage



drone footage is unfortunately prohibited at our sites due to the proximity to airplane traffic. however, aerial footage and post-production editing is available to create epic material for your social media and online platforms. the cost for aerial content capture is an all-inclusive $25,000 one-time fee.

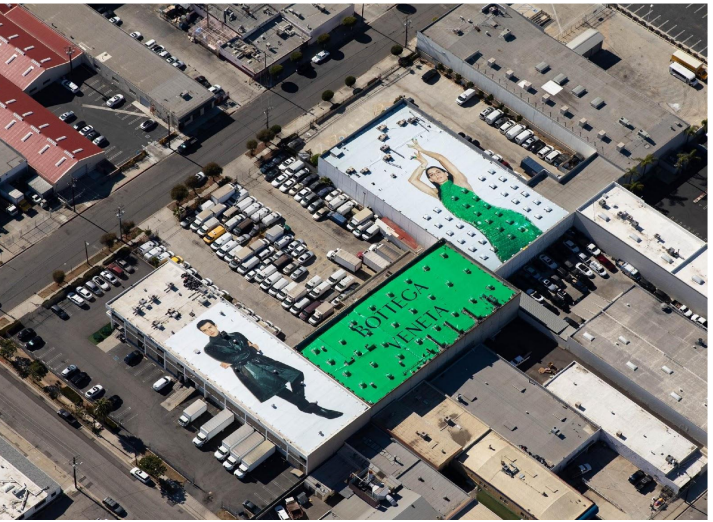
03 lighting

a lighting component can be added to your rooftop sign to add additional buzz and nighttime views

item	cost per unit	units	total cost
base setup fee	$29,500	1	$29,500
rooftop fee	$14,000	5*	$70,000
linear footage fee	$29	4,000*	$116,000
total			**$215,500**

*5 roofs and 4,000 linear feet are estimates based on the “Jack Is Back” illuminated display

04 past examples

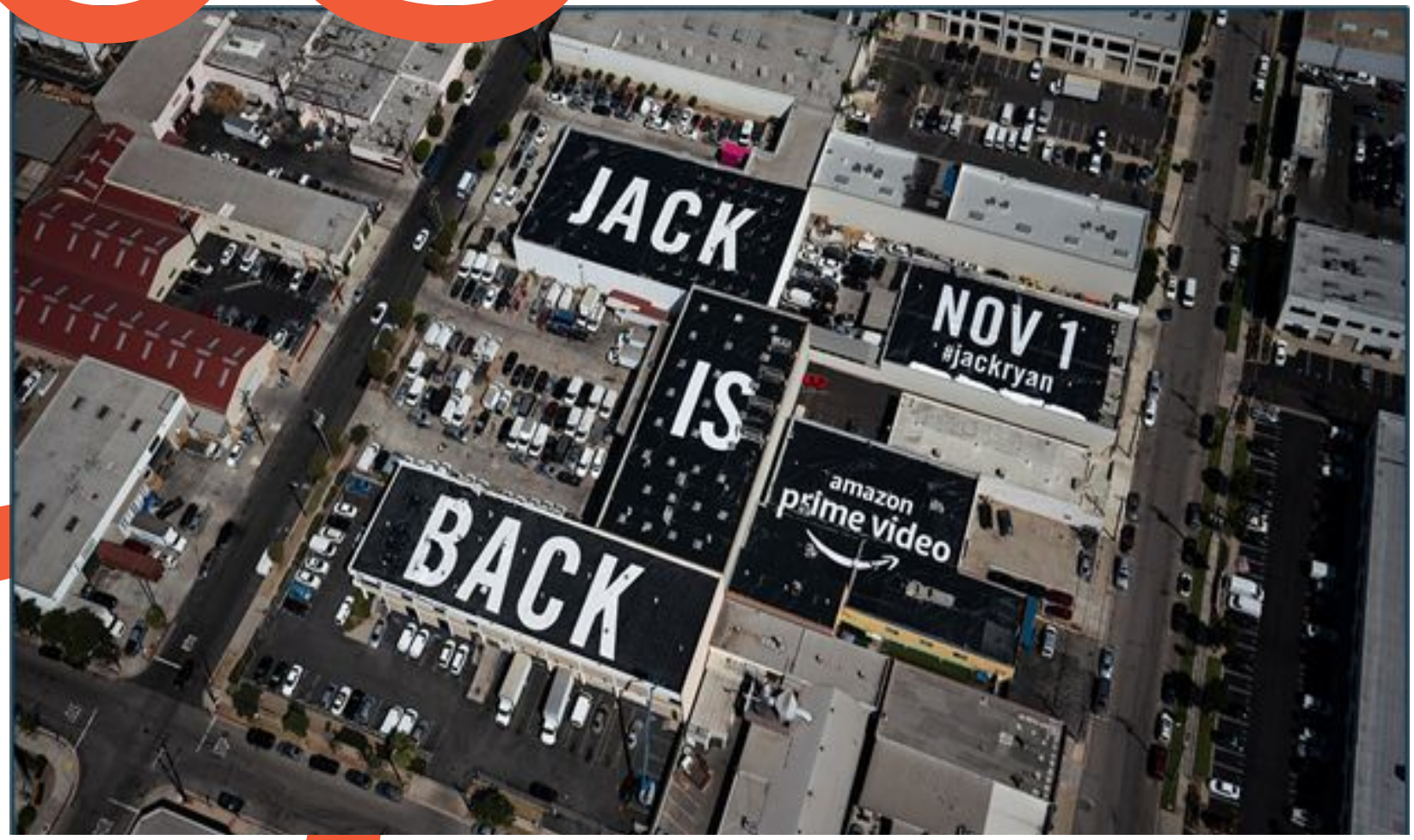


05

amazon prime video (2019)

jack ryan season 2 rooftop sign campaign in los angeles

as seen in adweek



In September of 2019, FlyBy Ads and Amazon Prime Video revealed the release of the second season of the “Jack Ryan” series with the largest illuminated rooftop advertisement ever executed.

Covering **more than 75,000sqft** spread over six different rooftops, the signs were intended to turn the heads of travelers landing at Los Angeles International Airport (LAX), and to have a viral effect on social media. This effect was ignited on Saturday when **Amazon CEO Jeff Bezos posted images** of the rooftop signs on his Twitter and Instagram accounts, reaching his more than 1 million followers on each platform.

The **illumination feature allowed viewing day and night**, the first activation of its kind. With a significant number of arrivals during dark hours at LAX, the lighting fixtures increased the overall impression count by roughly a third.

Pictures were taken by passengers and shared within their circles, initiating an organic social media buzz that shared the viewing experience with those not flying overhead. Taking this a step further, the signs generated an immediate spike when the images were posted on multiple social media accounts, with a following topping 3 million. With this mulit-level approach, **millions of viewers will engaged** with these signs, not only from the window seat of a plane, but also from the screens of their phones.

05

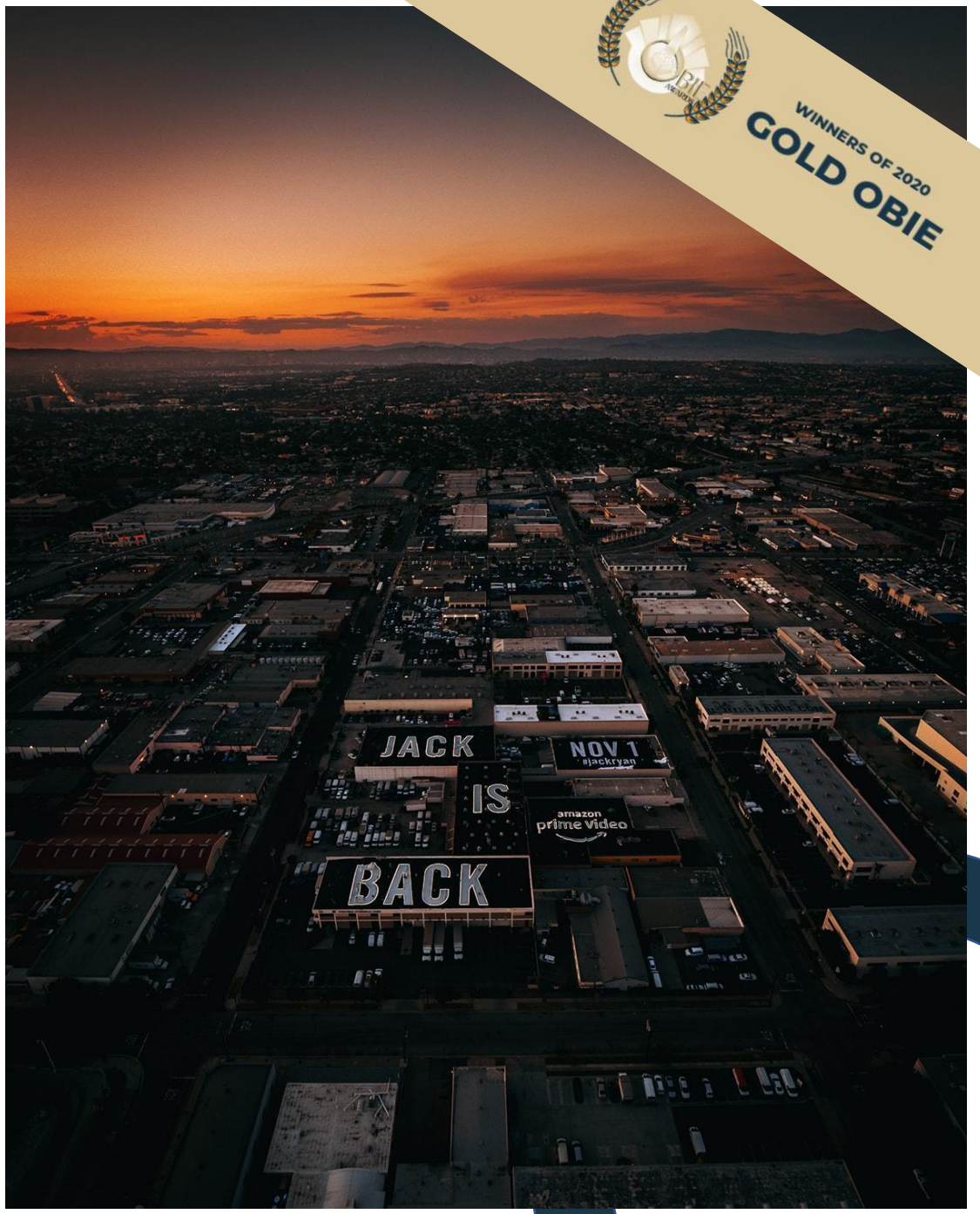
2020 OBIE gold medalist

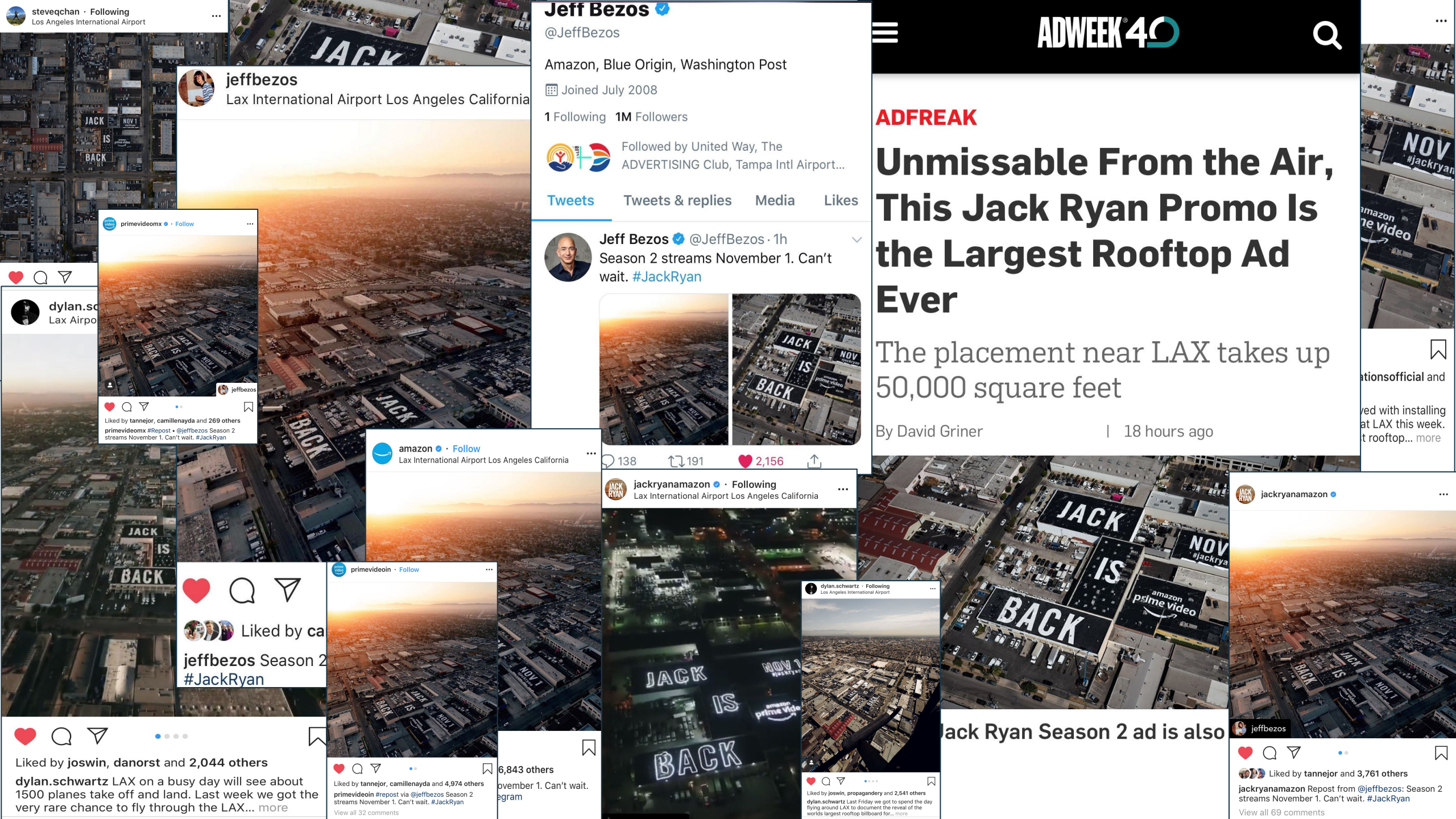
entertainment category

OBIE award winners

Sometimes it just down to putting something in a really smart place, and doing it simply. And **I think that's what these guys did here.** I mean, nobody's not looking out the window as they're coming into LAX. That's just a thing that you do when you land in a plane. So it's taking a behavior and it's taking a show that is definitely about international travel and jumping around to different places, being on a lot of different planes, and it sort of just gets you aware of this show being back. And **it is such an inventive way to use a medium that nobody had thought of before** for this placement, especially lit up at night. It's just a great, great way to get some eyeballs for an idea.

seth jacobs, OBIE judge




steveqchan · Following
Los Angeles International Airport
JACK IS BACK
jeffbezos
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primevideomx · Follow
Liked by tannejor, camillenayda and 269 others
primevideomx #Repost • @jeffbezos Season 2 streams November 1. Can't wait. #JackRyan
Jeff Bezos
@JeffBezos
Amazon, Blue Origin, Washington Post
Joined July 2008
1 Following 1M Followers
Followed by United Way, The ADVERTISING Club, Tampa Intl Airport...
Tweets
Tweets & replies
Media
Likes
Jeff Bezos @JeffBezos · 1h
Season 2 streams November 1. Can't wait. #JackRyan
138
191
2,156
ADWEEK 40
ADFREAK
Unmissable From the Air, This Jack Ryan Promo Is the Largest Rooftop Ad Ever
The placement near LAX takes up 50,000 square feet
By David Griner | 18 hours ago
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Liked by tannejor, camillenayda and 4,974 others
primevideoin #repost via @jeffbezos Season 2 streams November 1. Can't wait. #JackRyan
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dylan.schwartz LAX on a busy day will see about 1500 planes take off and land. Last week we got the very rare chance to fly through the LAX... more
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jackryanamazon Repost from @jeffbezos: Season 2 streams November 1. Can't wait. #JackRyan
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case study data | social media

the metrics behind amazon prime video's rooftop ad campaign

platform	likes	comments	retweets	total reach (not including followers of retweets/reshares)	total engagement
instagram*	82,442	1,100	-	3,230,319	83,542
twitter	8,540	522	797	1,763,821	9,859
adweek	-	-	-	7,400,000	-
totals	**90,982**	**1,622**	**797**	**12,394,140**	**93,401**

the spectacular nature of the rooftop signs initiated a viral effect on web and social media platforms. amazon prime video added a reach of **over 12.3 million** to those consuming their media from the screen of their phones and/or computers. the metrics recorded here are conservative, not including the followers of the 797 retweeted posts, nor does it include the posts via LinkedIn and Facebook.

*Instagram data points only include highlighted accounts

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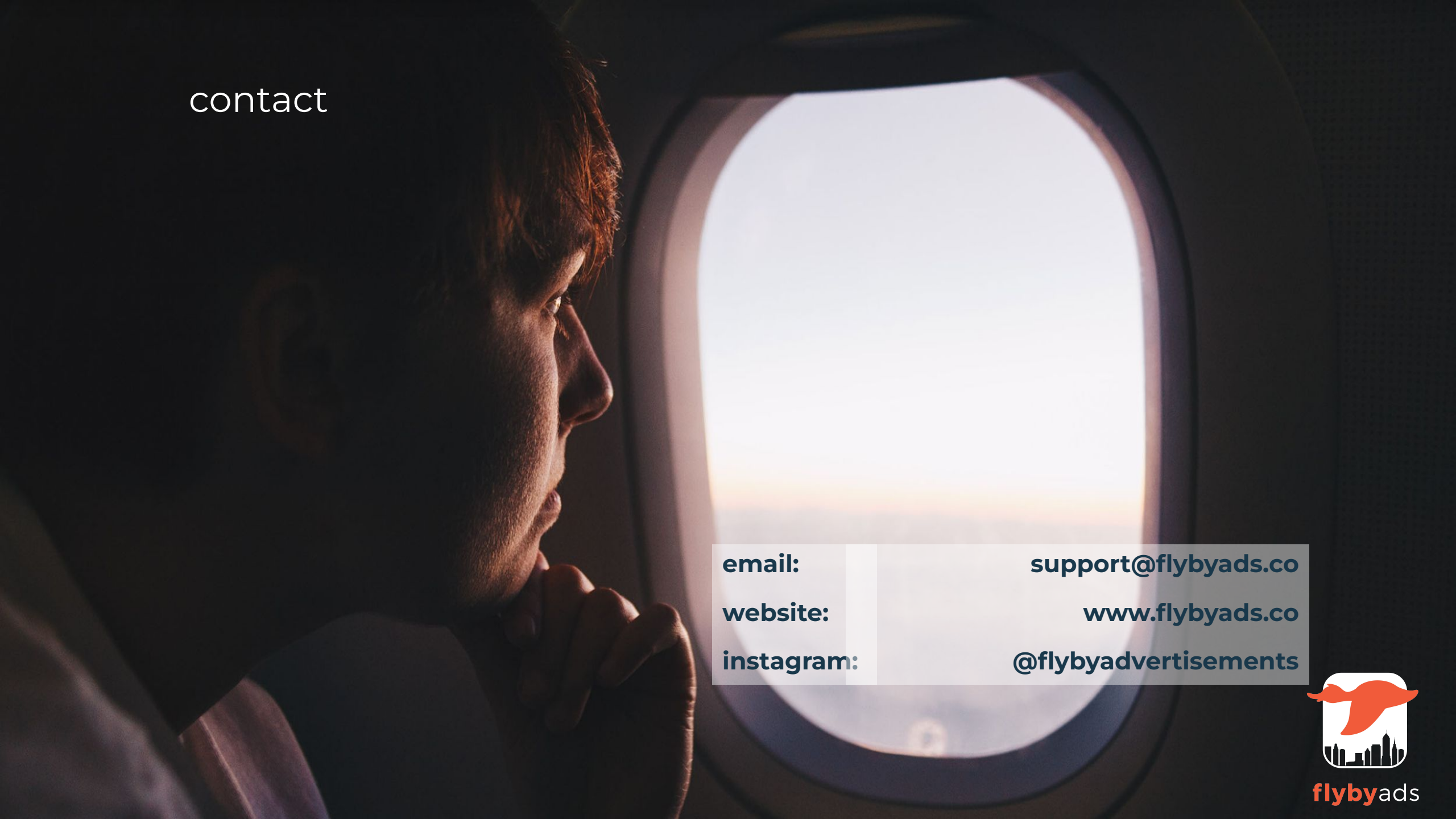
contact



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