



flyby ads

super bowl lvii | phoenix, az

**“that is just
about the
coolest thing
i’ve ever
seen!”**



flybyads

proposal outline

01

site locations

02

sign options

03

aerial footage and lighting

04

past examples

05

case study



flybyads

01 site locations



01 site locations

PHX 01: Small, single

PHX 02: Large, single

PHX Duo (Horizontal): Package of PHX 03 and PHX 04

PHX Duo (Vertical A): Package of PHX 03 and PHX 05

PHD Duo (Vertical B): Package of PHX 04 and PHX 06

PHX Cluster: Package of PHX 03, 04, 05, and 06



02 site options | PHX 01



location	sign dimensions (h x w)	sign size (sqft)	impressions (4-weeks)	production	installation	net media	total cost (4 weeks)
PHX 01	115' x 250'	28,750	256,965	\$50,313	\$19,000	\$39,000	\$108,313

02

site options | PHX 02



location	sign dimensions (h x w)	sign size (sqft)	impressions (4-weeks)	production	installation	net media	total cost (4 weeks)
PHX 02	200' x 680'	136,00	256,965	\$238,000	\$38,000	\$39,000	\$315,000

02 site options | PHX Duo (Horizontal)



location	sign dimensions (h x w)	sign size (sqft)	impressions (4-weeks)	production	installation	net media	total cost (4 weeks)
PHX Duo (Horizontal)	180' x 1275'	229,500	256,965	\$401,625	\$69,900	\$78,000	\$549,525

02 site options | PHX Duo (Vertical A)



location	sign dimensions (h x w)	sign size (sqft)	impressions (4-weeks)	production	installation	net media	total cost (4 weeks)
PHX Duo (03 and 05)	400' x 825'	330,000	256,965	\$577,500	\$82,500	\$78,000	\$738,000

02 site options | PHX Duo (Vertical B)



location	sign dimensions (h x w)	sign size (sqft)	impressions (4-weeks)	production	installation	net media	total cost (4 weeks)
PHX Duo (04 and 06)	330' x 450'	148,500	256,965	\$259,875	\$54,750	\$78,000	\$392,625

02 site options | PHX Cluster



location	sign dimensions (h x w)	sign size (sqft)	impressions (4-weeks)	production	installation	net media (10% discount)	total cost (4 weeks)
PHX Cluster	400' x 1275'	510,000	256,965	\$892,500	\$137,250	\$140,400	\$1,117,150

03 aerial footage

due to the heavy traffic of inbound airplanes, aerial photo shoots are heavily regulated and require various approvals by Air Traffic Control. 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

JACK

NOV 1
#jackryan

IS

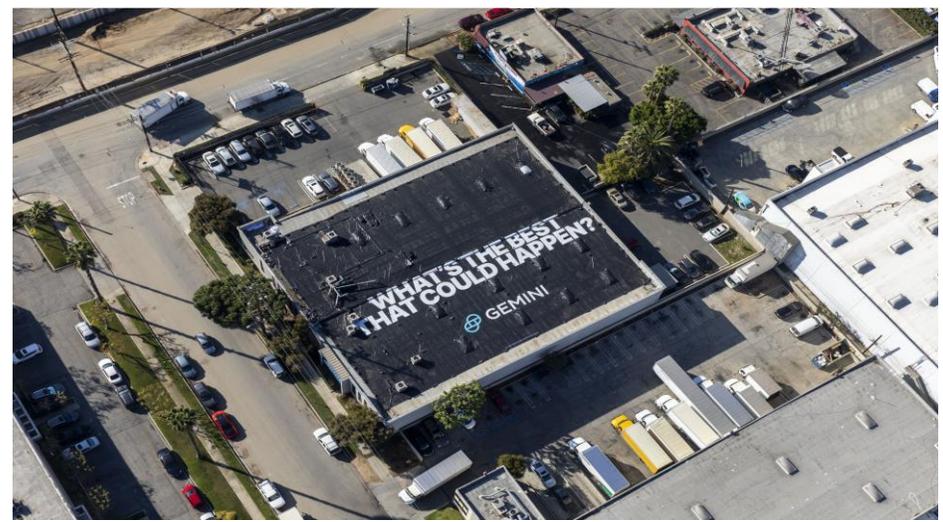
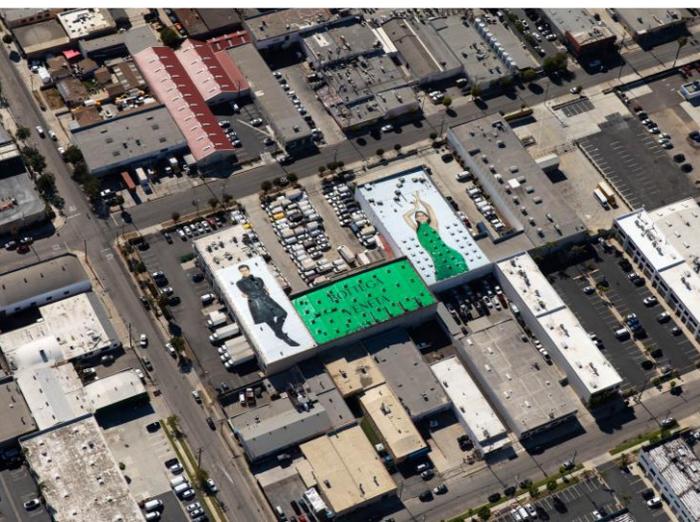
amazon
prime video

BACK

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	2	\$28,000
linear footage fee	\$29	4,000*	\$116,000
total			\$173,500

*4,000 linear feet are estimates based on the "Jack Is Back" illuminated display



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 multi-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.

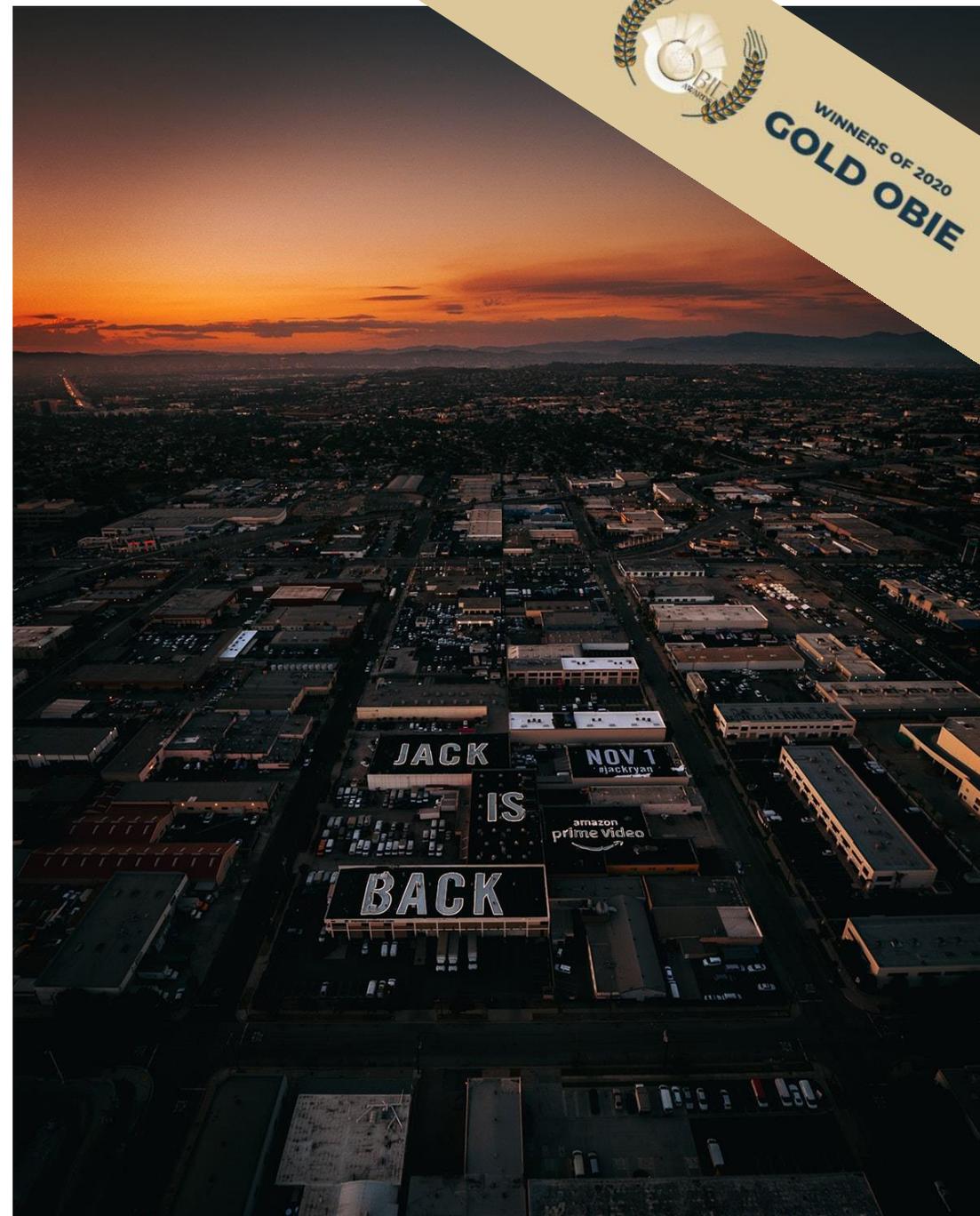
2020 OBIE gold medalist

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



WINNERS OF 2020
GOLD OBIE

05 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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