flyby ads

chicago, il

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

proposal outline

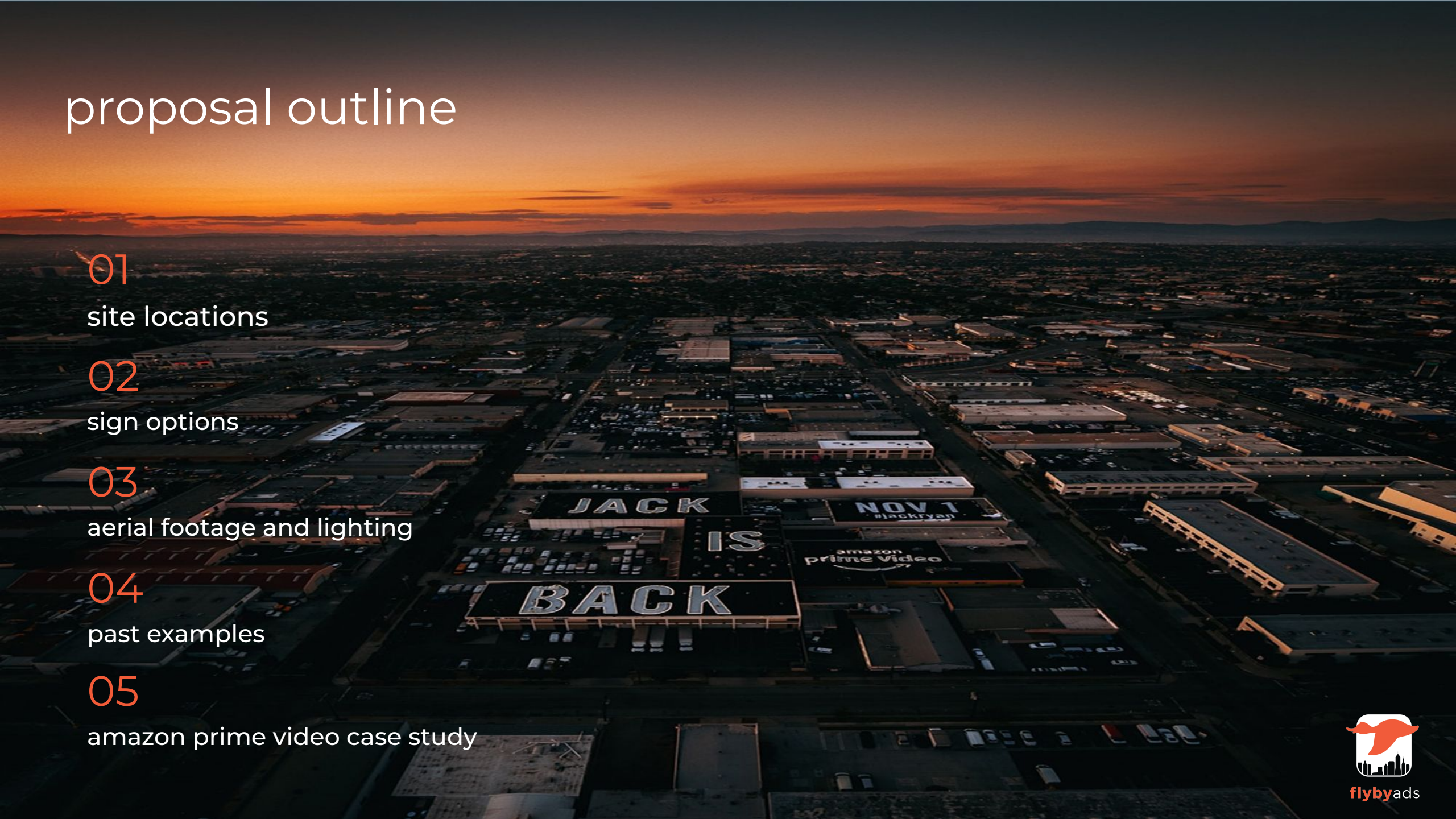
01
site locations

02
sign options

03
aerial footage and lighting

04
past examples

05
amazon prime video case study



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01 site locations

flybyads

02

sign options

location	sign dimensions (h x w)	sign square footage	impressions (4-weeks)	production fee	installation fee	media fee	total cost (4 weeks)
ORD #1	450’ x 780’	351,000	424,720	$614,250	$27,000	$35,000	**$676,250**

all sites subject to property owner approval

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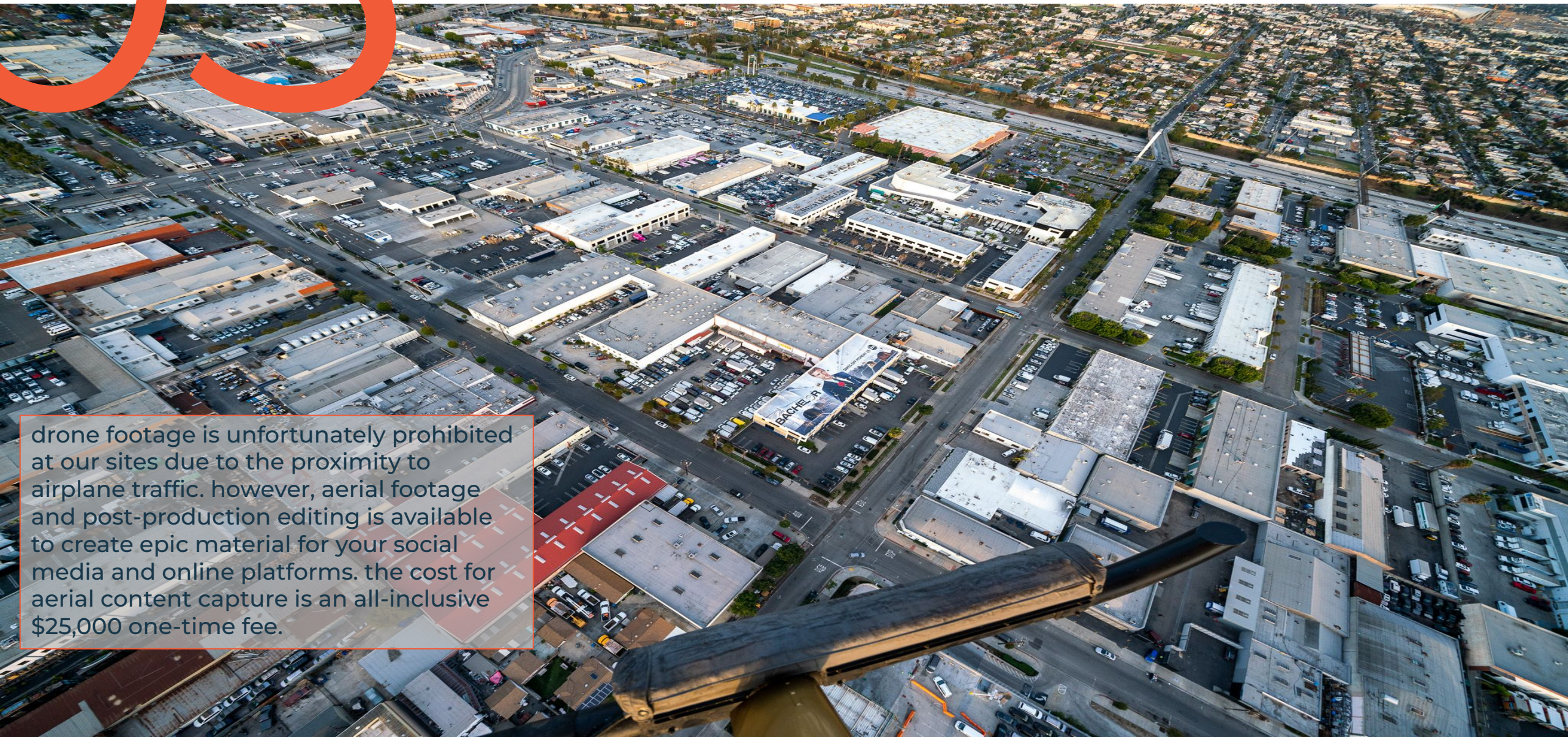
03 helicopter footage



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.

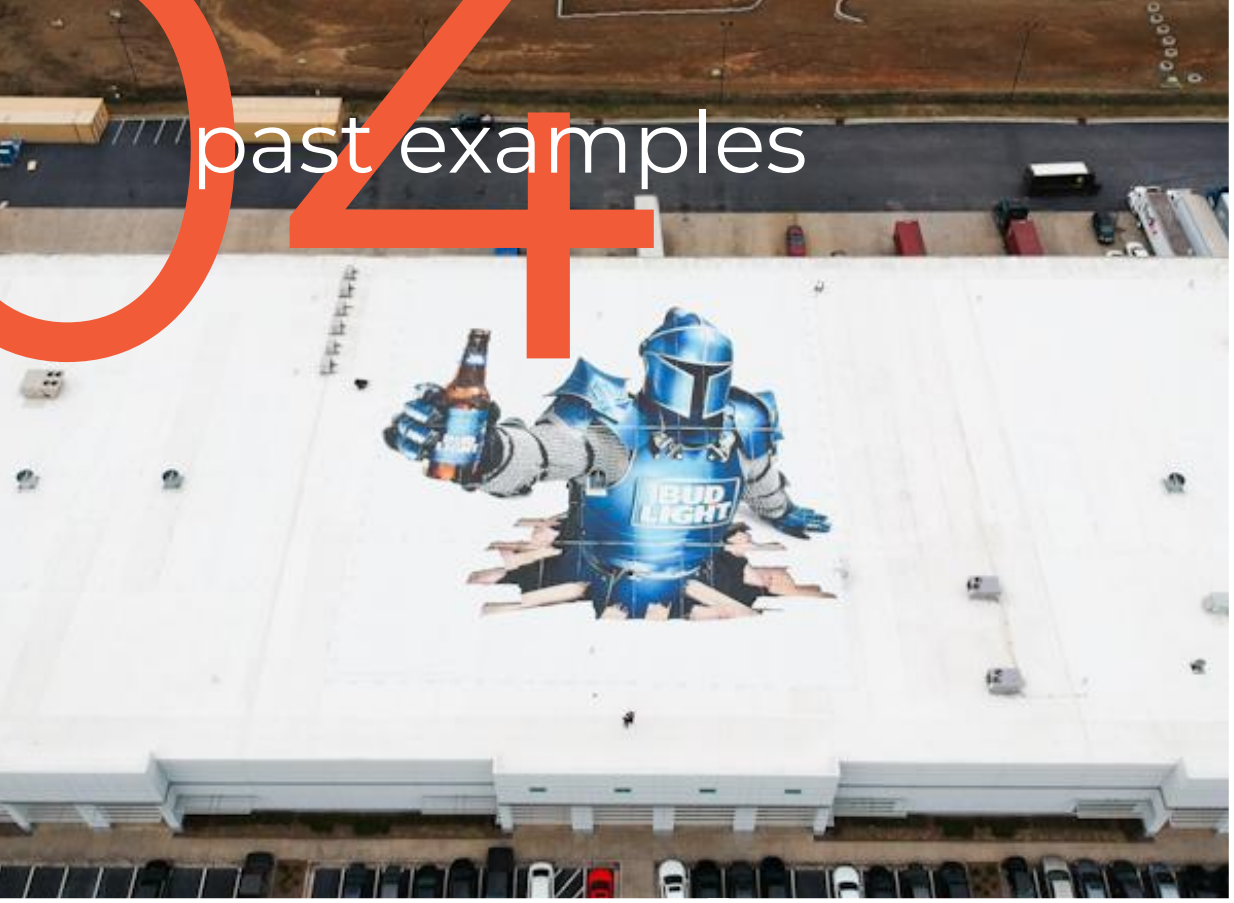
03 lighting

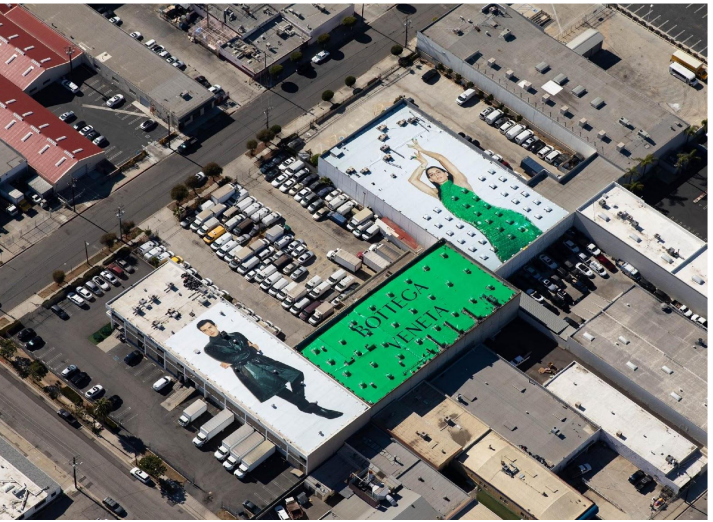
a lighting component can be added to your rooftop sign to add additional buzz and nighttime views

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





amazon prime video case study (2019)

jack ryan season 2 rooftop sign campaign in los angeles

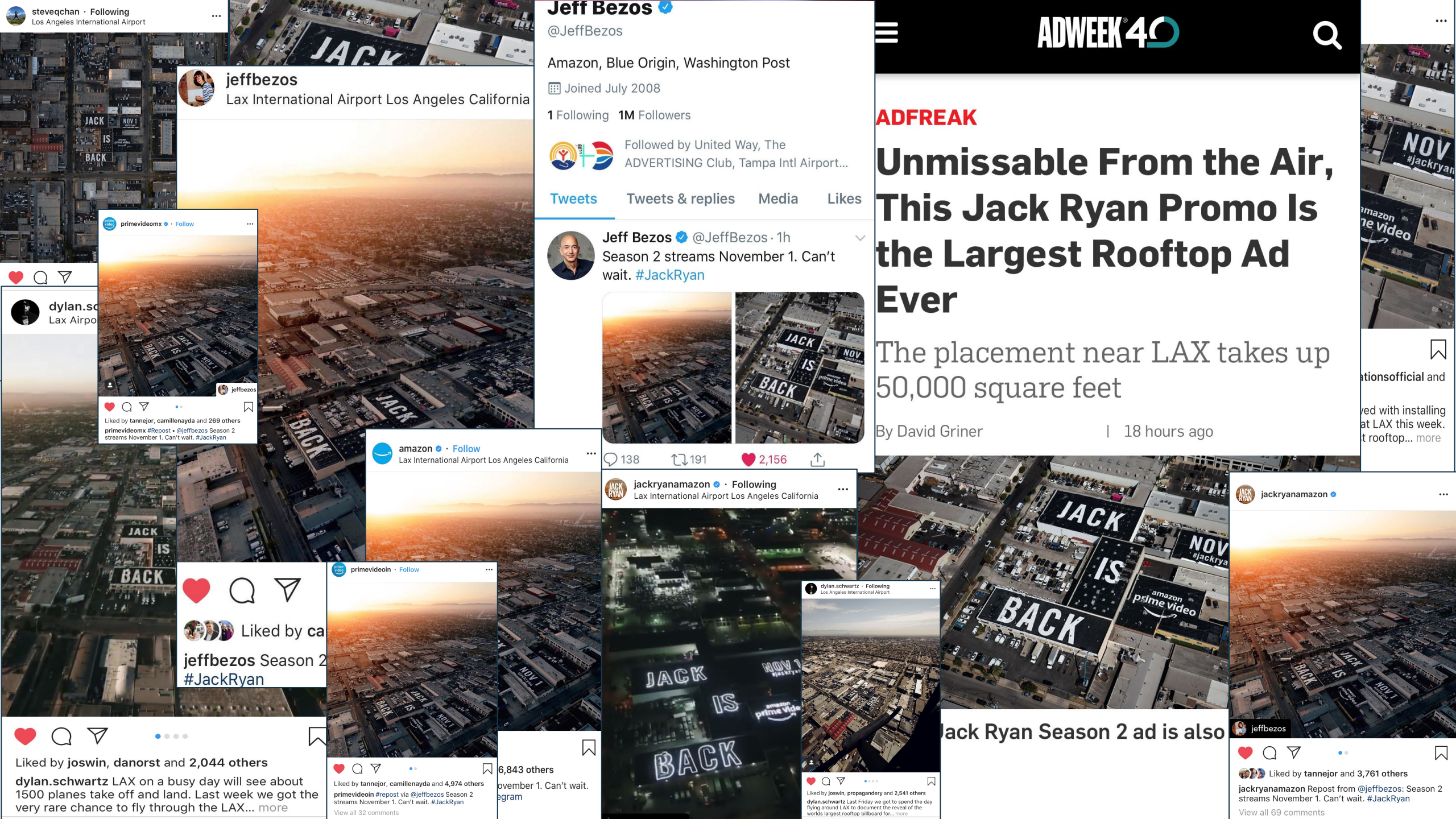
as seen in adweek

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.


steveqchan · Following
Los Angeles International Airport
JACK IS BACK
jeffbezos
Lax International Airport Los Angeles California
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
amazon · Follow
Lax International Airport Los Angeles California
jackryanamazon · Following
Lax International Airport Los Angeles California
primevideoin · Follow
Liked by tannejor, camillenayda and 4,974 others
primevideoin #repost via @jeffbezos Season 2 streams November 1. Can't wait. #JackRyan
View all 32 comments
Liked by joswin, danorst and 2,044 others
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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Liked by joswin, propagandery and 2,541 others
dylan.schwartz Last Friday we got to spend the day flying around LAX to document the reveal of the worlds largest rooftop billboard for... more
jackryanamazon
jeffbezos
Liked by tannejor and 3,761 others
jackryanamazon Repost from @jeffbezos: Season 2 streams November 1. Can't wait. #JackRyan
View all 69 comments

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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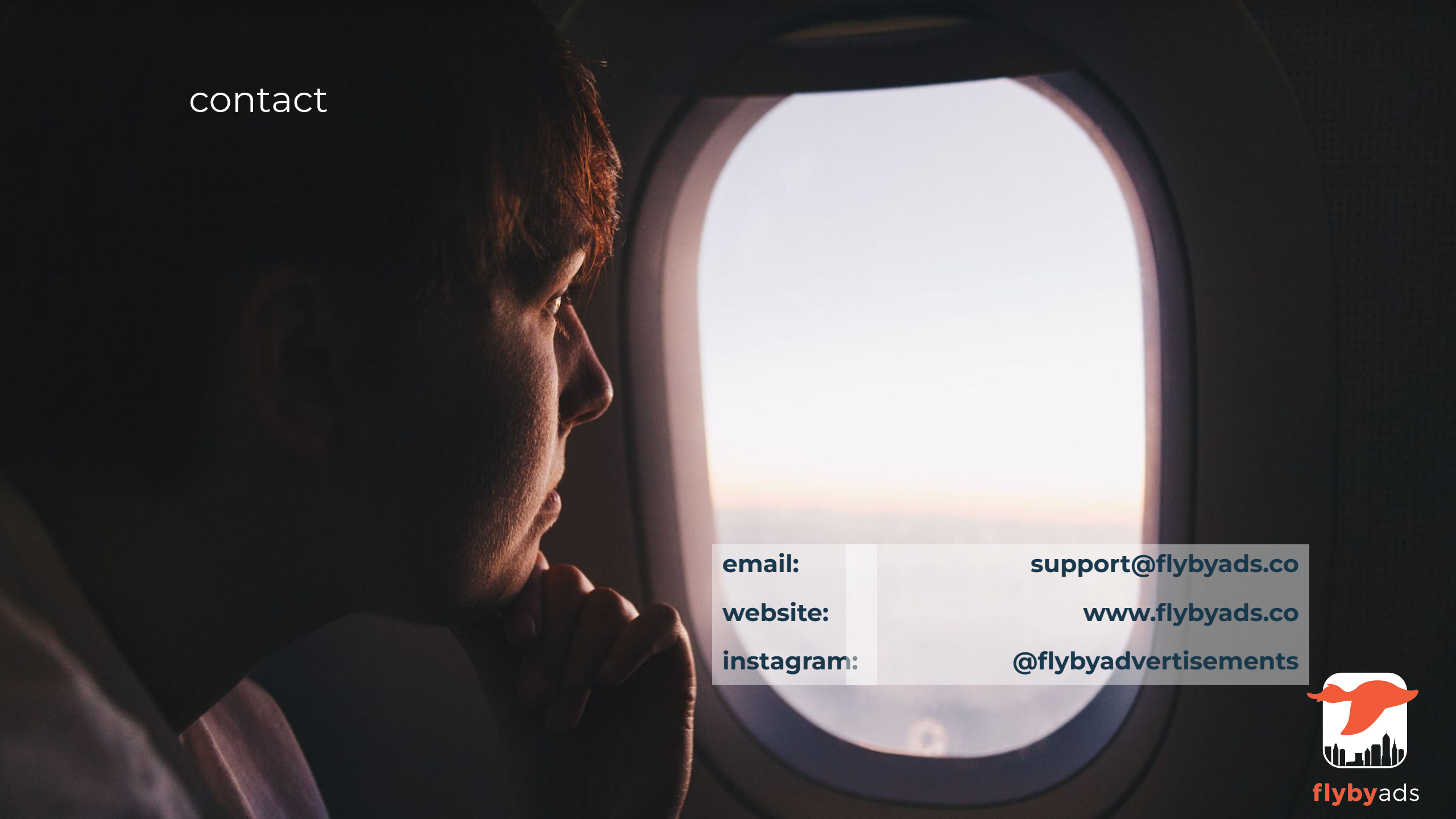
contact



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