



flyby ads
washington, dc

**“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 studies



01 site locations



02

sign options | IAD 01



location	sign dimensions (h x w)	sign square footage	impressions (4-weeks)	production fee	installation fee	media fee	total cost (4 weeks)
IAD 01	170' x 475'	80,750	349,351	\$141,313	\$21,000	\$35,000	\$197,313

02

sign options | IAD 02



location	sign dimensions (h x w)	sign square footage	impressions (4-weeks)	production fee	installation fee	media fee	total cost (4 weeks)
IAD 02	170' x 450'	70,100	349,351	\$122,675	\$21,000	\$35,000	\$178,675

02

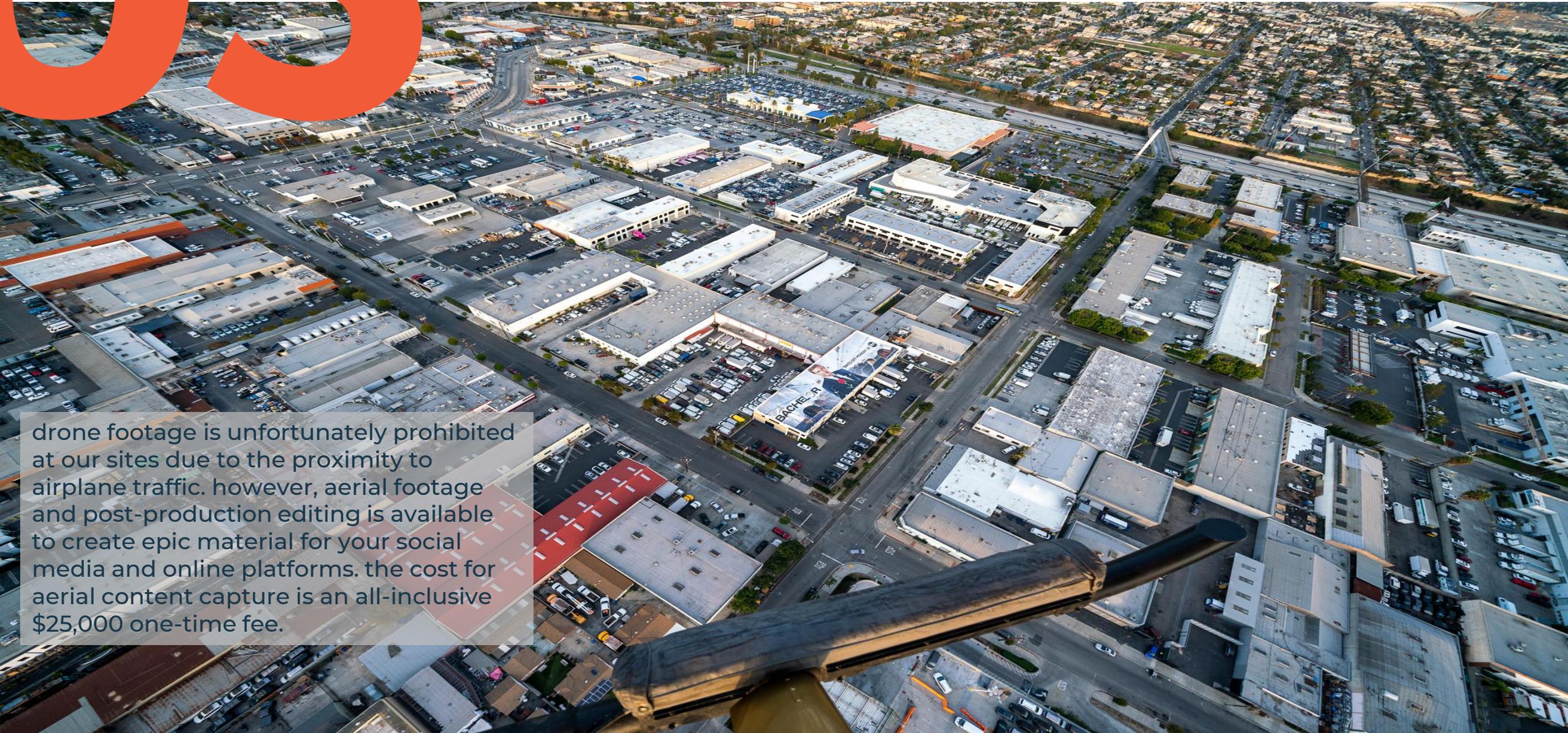
sign options | IAD 03



location	sign dimensions (h x w)	sign square footage	impressions (4-weeks)	production fee	installation fee	media fee	total cost (4 weeks)
IAD 03	170' x 450'	76,500	349,351	\$133,875	\$21,000	\$35,000	\$189,875

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

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	1	\$14,000
linear footage fee	\$29	4,000*	\$116,000
total			\$159,500

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

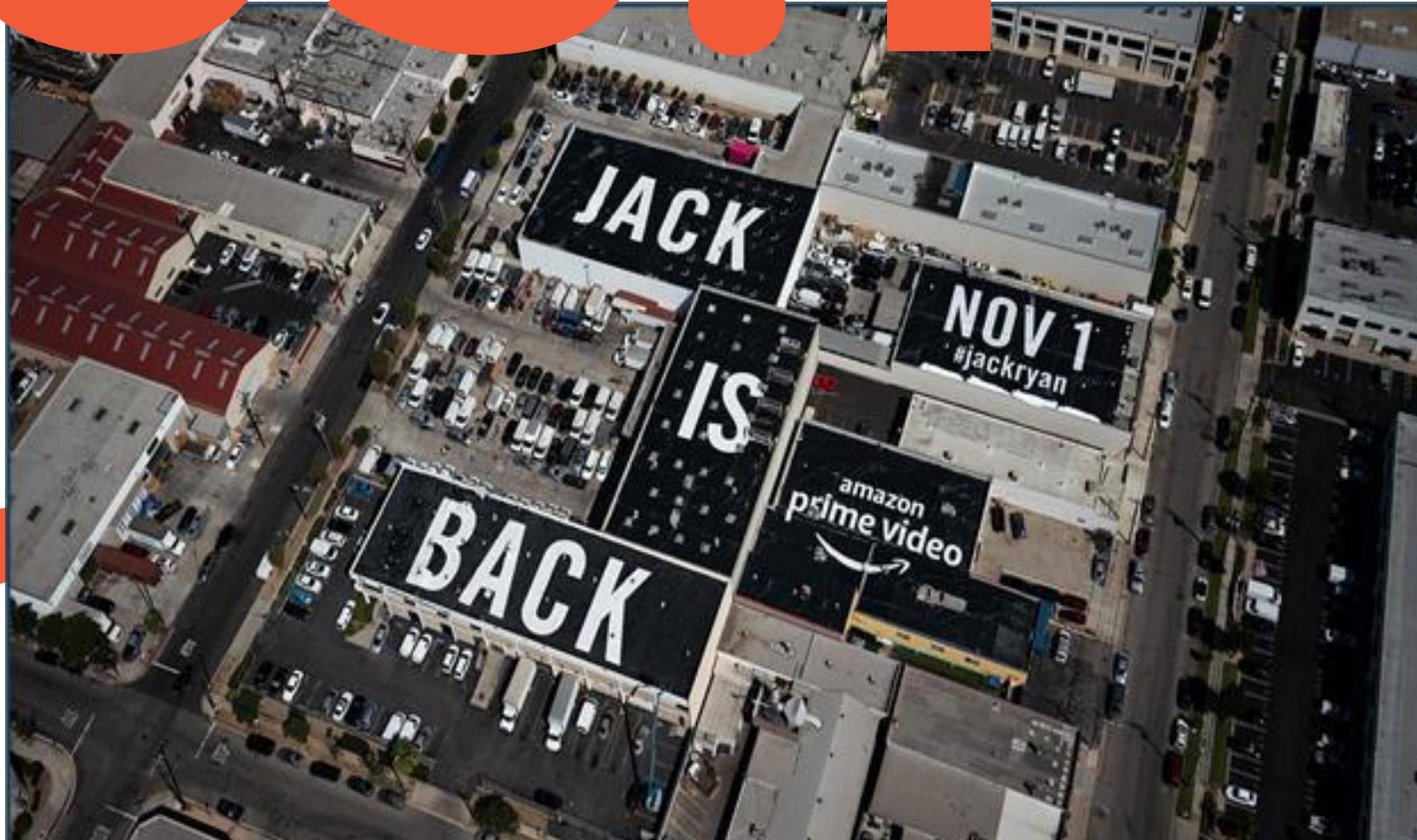
04 past examples



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.

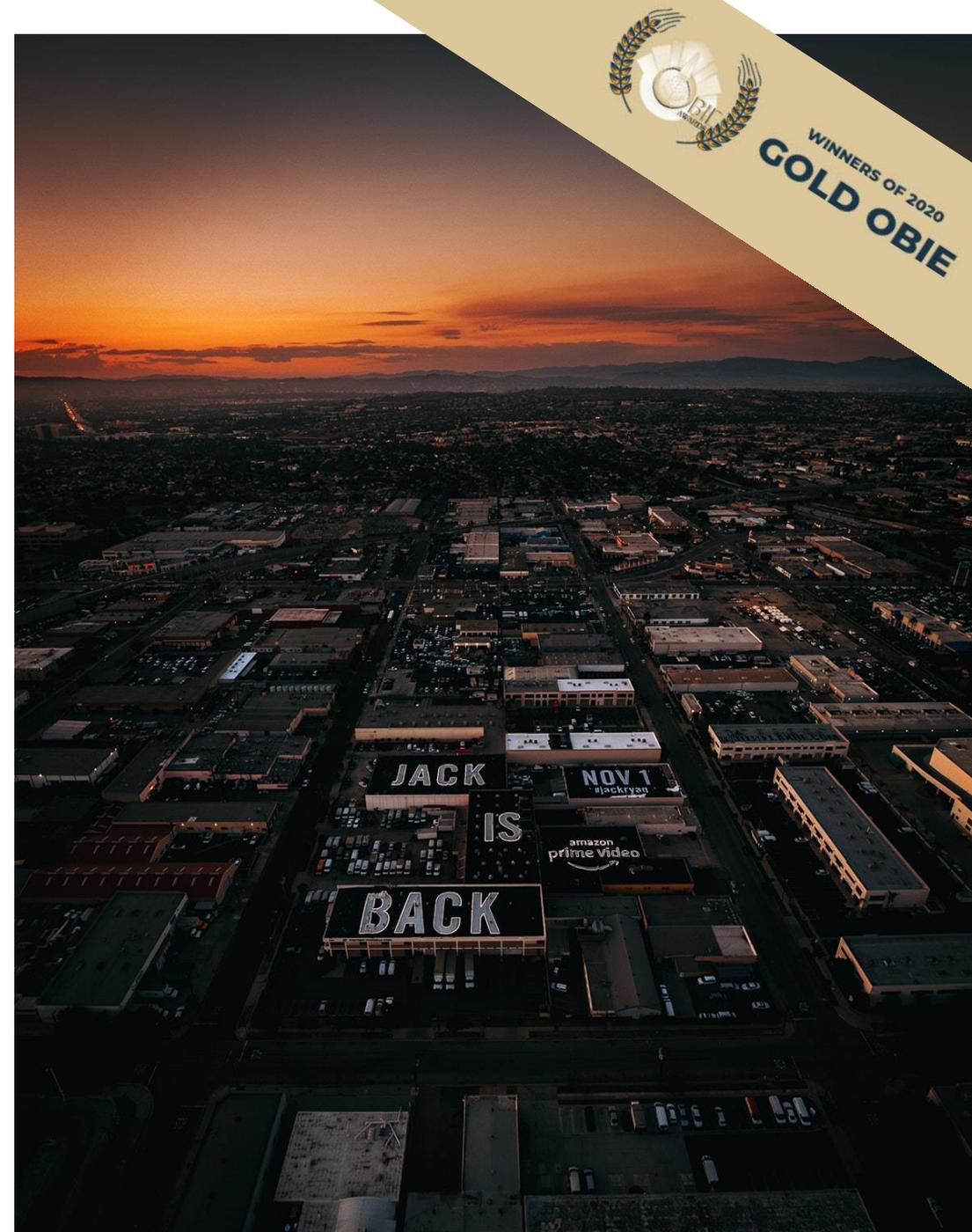
2020 OBIE gold medalist

entertainment category

[OBIE award winners](#)

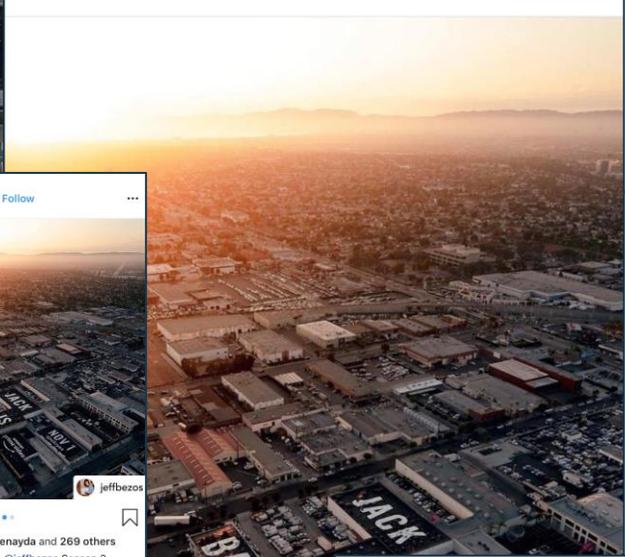
Sometimes it just down to putting something in a really smart place, and doing it simply. And **I think that's what these guys did here**. I mean, nobody's not looking out the window as they're coming into LAX. That's just a thing that you do when you land in a plane. So it's taking a behavior and it's 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





jeffbezos
Lax International Airport Los Angeles California



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

primevideomx · Follow

Liked by tannejor, camillenayda and 269 others

primevideomx #Repost • @jeffbezos Season 2 streams November 1. Can't wait. #JackRyan

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Los Angeles International Airport

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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

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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

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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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

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



jackryanamazon

Liked by tannejor and 3,761 others

jackryanamazon Repost from @jeffbezos: Season 2 streams November 1. Can't wait. #JackRyan

View all 69 comments

05.1 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



05.2

abc television (2019)

the bachelor rooftop sign campaign in los angeles
as seen in [adage](#)

Credit: ABC

On the brink of the 24th season of ABC's hit reality show *The Bachelor*, FlyBy Ads set to work displaying Peter the Pilot in over 16,000sqft of rooftop signage. The sign was well-positioned for inbound planes to Los Angeles International Airport, and was also placed in an article on AdAge's online platform. Between airline passengers and views from social media and online platforms, the activation garnered over **5.5 million impressions**.



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