

## THE OUT-OF-HOME ADVERTISING ISSUE

### Visa Brands Stadium Trays at the Super Bowl

February 7 is a big day for many brands and advertisers.

Visa isn't taking the typical Super Bowl route with a 30 second spot.

Rather, Visa has chosen to establish its presence at the major advertising event by continuing its NFL sponsorship and branding stadium concession trays.

The tray holds four drinks and food, and will of course include Visa's logo.

The sponsorship also provides Visa the opportunity to offer Super Bowl cardholder packages and execute on-site events.

From [mediabuyerplanner.com](http://mediabuyerplanner.com),  
"Visa's sponsorship is a way to be seen at the Super Bowl without ponying up the \$2.5 million to \$2.8 million it costs to purchase a :30 spot in this year's game"

*"Visa Brands Stadium Trays at Super Bowl"*  
*MediaBuyerPlanner, January 26, 2010*

*For full article:*  
<http://www.mediabuyerplanner.com/entry/48358/visa-brands-stadium-trays-at-super-bowl/>

### God of War Partners with 7-Eleven and Mountain Dew

God of War III, the first game in the God of War franchise to be made for the Playstation 3, is coming out on March 16<sup>th</sup>, and it is preparing for its debut by partnering with 7-Eleven and Mountain Dew starting February 1<sup>st</sup>. A new flavor of Slurpee, the Kratos Fury Slurpee, was created by Mountain Dew and 7-Eleven to promote the game. Not only will these Slurpees come with one of four different God of War artwork cups, but the cups will give buyers a code that they can use to download content related to the God of War franchise. These codes will also be available on all Mountain Dew two-liter and 20-ounce bottles, and customers will need to go through [slurpee.com](http://slurpee.com) to redeem the codes.

According to Ginger Kraus, senior director of marketing alliances at Sony Computer Entertainment America, "7-Eleven's core target is the 18- to 34-year-old male who is right in the sweet spot for this game." This great marketing opportunity, paired with the fact that this Kratos Slurpee promotion will also be covered by Mountain Dew's advertising spots, promises that this head start on advertising will be quite fruitful.

*"God of War III" Begins Marketing Push With 7-Eleven, Mtn Dew"*  
*Advertising Age, January 28, 2010*

*For full article:* [http://adage.com/article?article\\_id=141809](http://adage.com/article?article_id=141809)