



TESTIMONIAL



GOD'S WAY ON THE HIGHWAY

"Messages From Above"

THE PROGRAM:

Clear Channel Outdoor unveiled an out-of-home series called "Message from God." The campaign, which was delivered in connection with the Outdoor Advertising Association of America (OAAA) and the Smith Agency, displayed 20 different messages on 2400 Clear Channel Outdoor displays across the nation. The messages on the displays appeared as signed by God, and were written in stark white letters on a jet black background. The messages were:

We need to talk. - God
Loved the wedding, invite me to the marriage. - God
That "love thy neighbor" thing, I meant it. - God
I love you...I love you...I love you - God
My way is the highway. - God
Need a marriage counselor? I'm available. - God
Follow Me. - God
Don't make me come down there. - God
I don't question your existence. - God
I can think of ten things that are carved in stone. - God

Keep using my name in vain, I'll make rush hour longer. - God
What part of "thou Shalt Not..." didn't you understand? - God
Have you read my #1 best seller? (There will be a test) - God
Do you have any idea where you're going? - God
C'mon over and bring the kids. - God
Will the road you're on get you to my place? - God
Need Directions? - God
Tell the kids I love them. - God
Lets meet at My house Sunday before the game. - God

THE RESPONSE:

Almost as soon as the first display hit the street, the media began to talk about the campaign with the early comments directed at speculation on the intent of the campaign. Was it advertising a new product? Was there a major church involved? Was God unilaterally seizing billboards throughout the nation and placing his message on them? But, the overwhelming question was: Who is God? A tremendous amount of media attention was directed towards the campaign as different groups of people weighed in with their thoughts. The opinion of the interviewed public was that the messages were thought provoking, uplifting and humorous. The God Campaign was reported by over 150 television newscasts and was featured in almost 2000 newspapers and magazines across America.

THE RESULTS:

The OAAA expanded the national program to more than 10,000 locations. In addition to engendering some positive press, the campaign got people looking at billboards a little more carefully each day, wondering if another message from God might pop-up overnight, and if so, what would the message be. The God campaign is considered by many in the industry as the most successful out-of-home public service advertising program of all time.

Have you read my #1 best seller?
(There will be a test.)

- God



That "Love Thy Neighbor" thing...
I meant that.

- God



Let's meet at my house Sunday
before the game.

- God



Keep using my name in vain,
I'll make rush hour longer.

- God



You think it's hot here?

- God



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