FORTIETH OUTDOOR ADVERTISING COMPETITION
40th OUTDOOR ADVERTISING COMPETITION

The change in format of the annual Outdoor Advertising Competition which was inaugurated in 1971 proved to be so successful that it was continued in 1972, the 40th Outdoor Advertising Competition. Basically, the change was simply to eliminate categories in which entries were judged, categories based on the physical form of the Outdoor industry such as Posters and Bulletins. It had been suggested by individuals in agencies and advertising companies across the country that the idea was more important than the physical form in which it appeared in the medium.

So, again this year, entries were separated only as advertising messages and Public Service messages. They were judged on the basis of Composition, Total Concept and Communication Ability. Entries were restricted to standardized Outdoor Advertising messages which appeared in the United States during the calendar year 1971 without any restriction on local, regional or national products or services. In short, it is the idea that counts, and how it is presented.

CONTINUITY OF DESIGNS RECOGNIZED

The judges (please refer to Page 26 for details) were drawn from Advertisers, Agencies and the Outdoor medium itself. Each is in the position of being responsible for creating or approving of Outdoor creative work. As they judged the entries this year, it became apparent that the outstanding entries had one thing in common, continuity. These were not single outstanding designs. The idea or theme was carried on through several variations. Space limitations do not permit us to reproduce all designs in any series, but in many instances more than one design has been shown to demonstrate this continuity, although a single award is made to the design idea.

A total of 42 Advertisers and their Agencies will receive awards from the Institute of Outdoor Advertising; 5 will receive awards for their Public Service designs; and one, an Outdoor Plant Operator, will receive the coveted Kerwin H. Fulton Medal for outstanding Public Service design. (A directory of the Advertisers is shown on Page 36).

The 40th Outdoor Advertising Competition is sponsored by the Institute of Outdoor Advertising, the Marketing Division of the Outdoor Advertising Association of America. This is an industry organization whose purpose is the development of research, creative ideas, promotion and effective use of the Outdoor medium and is a central source of information on Outdoor for Advertisers, Agencies, Member Plants, Sales Organizations and the General Public.
Hit us when you're down.

The Arizona Bank Loan Officers

Sock it to us.

The Arizona Bank Savings Tellers

We won't hold you up.

The Arizona Bank Tellers

The creation of an effective and outstanding design for Outdoor is perhaps more challenging than creating advertising for any other medium. This may be the reason we react immediately to a good design. It communicates quickly and effectively a reason to buy the product or service and establishes identification quickly. Thus, it is even more of a challenge to continue that concept in a series of designs, to provide a continuity of communication for the advertiser.

These three designs for The Arizona Bank were selected from a larger number submitted to show how well this continuity can be maintained, yet each design communicates effectively by itself.

Advertiser: The Arizona Bank
Agency: Doyle Dane Bernbach Inc.
Art Directors: Bob Matsumoto, Stan Jones
Copywriter: Elizabeth Hayes
effective and outstanding advertising is perhaps more exciting advertising for the client. This may be the result of a good design that communicates quickly and effectively, using the product or service identification quickly. More of a challenge to keep in a series of design continuity of commun-

In this series of designs created by the same agency, Doyle Dane Bernbach Inc., by different members of the staff, this same basic continuity is evidenced. Again, space permits only a few of the series of designs to be reproduced.

Advertiser: General Telephone Directory Co.
Agency: Doyle Dane Bernbach Inc.
Art Director: Marvin Levy
Copywriter: Bob Derene
The Georgia Power Company created these outstanding designs in their house agency. Over the years, their work has been outstanding and is so recognized by the judges this year.

On these pages are examples of the direct and simplified approach used in Outdoor by Public Utilities across the country. Because many maintain year-round schedules, continuity is absolutely essential to the success of their campaigns. Although the subject matter may be different within the same campaign, the approach usually is the same. Whether presenting economy, convenience, good citizenship or any other attribute, the design maintains continuity of identification.
These designs, just two examples of a large number in the series, were created by different creative teams at DDB, yet they maintain this same corporate image and identification with the desired continuity of approach.
Many advertisers have utilized Outdoor as a principal medium in the introduction of a new product or label, recognizing the extremely high reach and frequency which Outdoor attains in a marketing area. In the highly competitive field of alcoholic beverages, Pott Rum was able to attain a high level of identification in a short time, using both Posters and Bulletins with a variety of designs, each of which promoted a different combination using their product.
The top illustration shows the Honda Poster and the lower one shows the same design adapted to a Bulletin with extensions. Quite often, by extending a portion of the design beyond the normal boundaries of the Bulletin a dramatic effect is achieved, as seen here. Yet, the same illustration and copy are effective in either form.
Every body needs milk.

Every body needs milk.

Advertiser: Milk Foundation of Twin Cities
Agency: Campbell-Mithun, Inc.
Art Director: Tom Weyl
Copywriter: Helene Burton

Continuity of communication in advertising is by no means restricted to a few months. The Milk Foundation has maintained an effective campaign in Outdoor over many years. Here are just two of the most recent designs, each of which received high ratings from the judges.
Continuity does not depend on physical similarity, but rather on purpose and theme. Here, three different approaches by different creative people still follow the basic appeal to the selected market.
The State of Maine, through its Boston agency, has maintained a continuity aimed at the tourist traffic by using the kind of brief but engaging humor shown here.
The various services rendered by BankAmericard are featured in individual Outdoor designs with the same format on a continuing basis. Here are just three of nearly two dozen designs created for this campaign.
Grin Belt.

Copywriter: Roger Feuerman

Grain Belt 6

Copywriter: Ken Oelschager

Grain Beltт

Adviser: Grain Belt Breweries
Agency: Knox Reeves Advertising
Art Director: Tom Donovan

A regional beer which has become No. 1 in its marketing area has maintained a continuity of performance, as exemplified by these three designs, just a few of those created for the year. It is interesting to see that a different copywriter contributed the line to each of those shown.

The egg and ahhhh.

Copywriter: Mike Vukodinovich

Adviser: Linco
Agency: Horn
Art Director: Rob
Copywriter: Karen
The judges expressed amazement at the variety of approaches exhibited by various agencies handling banking accounts, since the services and rates are regulated and it must be continuity of image promotion that can make the difference.
You can afford to be choosy.

Adviser: Volkswagen
Agency: Doyle Dane Bernbach Inc.

Perhaps the longest running nation-wide campaign in Outdoor is that of Volkswagen, created and always outstandingly rendered by Doyle Dane Bernbach. Originated by Si Lam, many others are now contributing to this great series of designs.

It majors in economics.

Adviser: Volkswagen
Agency: Doyle Dane Bernbach Inc.

They said it couldn't be done.

Adviser: Volkswagen
Agency: Doyle Dane Bernbach Inc.
Appetite appeal is certainly exemplified in the handsome food photography used in this series of designs. As in the case with many advertisers who are well known in their own marketing area, an abbreviation of the full identification or a symbol or logo may be used with confidence that it will be recognized.
Swing a Cutlass
(we'll help)
First National Bank Auto Lease

Enjoy the Riviera
(we'll help)
First National Bank Auto Lease

Corral a Mustang
(we'll help)
First National Bank Auto Lease

Here again, space does not permit reproduction of the entire series of imaginative designs on behalf of the Auto Lease plan of the First National Bank of San Jose. Although the design is simple, using a single color and "bleed" size, extending to the frame on all sides, it offers the intrigue of "what will they do next month?"

Advertisers continually find new ways to use Outdoor. Some post several designs in the same market at the same time, termed a "split showing." Shown on the facing page are seven designs which were displayed in progression along the travel routes in Florida leading to Miami. Each promised the Bahamas. Each offers an intrigue as to what will be next, and when. The pay-off, of course, is "Turn left at Miami. Bahamas."
You've come too far to turn back now.
BAHAMAS

Where is the Bahamas?
You're getting warmer.

Straight ahead.
BAHAMAS

BAHAMAS
Only 50 miles away. So what are you doing here?

You're almost there.
BAHAMAS

BAHAMAS
You could almost swim from here to there.

Turn left at Miami.
BAHAMAS

Advertiser: Bahamas Ministry of Tourism
Agency: McCann-Erickson, Inc.
Art Director: Reggie Troncone
Copywriter: Richard Gaetano Ferrelli
Seagram’s 7 fits right into your world.

Advertiser: Seagram Distillers Company
Agency: Warwick & Legler, Inc.
Art Director: Charles Lloyd Kintzing
Copywriter: Tony DeGregorio

A continuing campaign has its problems as well as its benefits, particularly for creative people. How to keep coming up with fresh, new, imaginative ideas? Seagram 7 is an outstanding example of successful creative work over the years.

7-UP Bottling of Phoenix
Agency: Jennings & Thompson
Art Director: Barry Wickliffe
Copywriters: John Scher, Jim Winters

Use of contemporary art style on behalf of 7-UP has now carried on through a series of many designs in Outdoor over a period of years. The style has been utilized by a local bottler in this design with results judged outstanding by our panel.

Welcome to the Valley of the Un

Advertiser: Lanvin-Charles of the Ritz
Art Director: Sid Rothberg

Some campaigns which have been so well established through continuity over the years are able to use only part of their full slogan or claim. Arpege is an excellent example.
Hills Bros. Coffee used Outdoor Advertising to open new markets as they moved from the West Coast into Eastern markets in 1965. Surveys showed that awareness of this unknown brand rose to 49.3% in the 6 New England states in which Outdoor Posters were displayed. Since that time, Hills Bros. has continued not only to open new markets with Outdoor, but to maintain an awareness and a preference for their product through the use of tasteful and effective designs such as these, selected for an Award by our judges.

Call 800-631-1972 Toll Free.

Nurses here is your ward.

Call Toll Free 800-631-1972.

Advertiser: U.S. Air Force
Agency: D'Arcy-Manus
Art Director: Howard Friedman
Copywriter: Mike Denny

Art Director: Gil Rosoff
Copywriter: Howard Friedman

A feature of these designs is the inclusion of a telephone number to call, something which some people might regard as unusual for the Outdoor medium. Yet, many advertisers have found that if the message is communicated effectively and interest aroused, the telephone number will be remembered and used.

Mayor White's Peace Corps: 400 more police on the street.

Mayor White's new Police Academy: the toughest law school in town.


Logan Airport planned to tear up Boston. Mayor White tore up the plans.

Advertiser: Kevin White for Mayor
Agency: Hill, Holliday, Connors, Cosmopolos
Art Directors: Dick Fantano
Stavros Cosmopolos
Copywriter: Jay Hill

Local issues, displayed in giant photographs with a brief but pungent sales message. This is part of the series of Outdoor designs which helped elect Kevin White as Mayor of Boston.
Piz Buin gets the best of the sun.

Advertiser: Society of American Florists
Agency: Henry J. Kaufman & Assoc., Inc.
Art Director: Phil Sabatino
Copywriter: William T. Merkel

These extremely colorful designs have been carrying the Florists’ message to consumers in a variety of styles for many years.

Flowers say the sweetest things

Advertiser: Selecto
Agency: Burton-Campbell
Art Director: Bill Aydotte
Copywriter: Bill Aydotte

Here is an example of good type selection, short words, short copy, which makes the point quickly and effectively.

Advertiser: Brunswick Corporation
Agency: Bliss/Grunewald, Inc.
Art Director: Philip Hornstein
Copywriter: Robert Unger

A new product with a new name that is difficult to pronounce, difficult to remember, introduced through Outdoor.

Crown Zellerbach consistently excels in termite insect control.
Crown Zellerbach is a consistent user of Outdoor with consistently excellent designs such as this.

A good example of how Outdoor can be used to “demonstrate.”

A symbol which has identified Well-Fargo for many years is used in a variety of ways in Outdoor.
A specialized form of Outdoor Advertising structures is shown here. It is termed “Tri-Vision” or “Multi-Vision.” All or part of the design area is made up of triangular panels which rotate every few seconds to display a new message.

The First National Bank of Little Rock also received an award for the imaginative use of this Outdoor form last year.
The 40th Outdoor Advertising Competition was judged on July 12, 1972 by a panel composed of experts in the field of advertising who are associated with Agencies, Advertisers and the Outdoor medium.

As in the past, the basis for judging was suggested to the panel by the Competition Chairman. It was pointed out that if they wished to make any changes, this would be perfectly acceptable. The only suggestion made was to screen the slides in groups and then rate those which they felt deserved studied consideration. This was done.

Designs were then rated on a scale of 0 to 5 in each of three considerations: 1) Composition, 2) Total Concept and 3) Communication Ability. The total for the three became the rating of the design. In several instances, they decided to judge an entire group submitted by one advertiser in which continuity of idea was demonstrated, then select two or three for reproduction in this Annual.

The Institute of Outdoor Advertising is most grateful to the judges for their conscientious and detailed examination of every design submitted in the 40th Competition. Their knowledge of Advertising and of the specific challenges inherent in Outdoor Advertising Design was demonstrated in depth during the judging session. Each entry can be assured of complete and professional consideration. Each winner can be proud of having been selected.

The judges are:
Mr. William Herzog  Vice President/Creative Director
O’Mealia Outdoor Advertising Corp.

Mr. Carl W. Nichols, Jr.  Chairman of Board
Cunningham & Walsh, Inc.

Mr. Donald Rivers  Creative Director
Quality Bakers of America Cooperative, Inc.

Mr. Alan Rockmore  Senior Vice President,
Assoc. Creative Director, S S C & B

Mr. C. E. Zaccardi  Creative Director,
Donnelly Advertising Corp. of Florida

Competition Chairman:
Mr. G. Emerson Cole  Vice President/Creative Director,
Institute of Outdoor Advertising
Belair
Just the right touch of menthol

Kal Kan for cats.
Meat eater's choice.

Advertiser: Kal Kan Foods
Agency: Honig-Cooper & Harrington
Art Director: Fred Kaplan
Copywriter: Buddy Weiss

Advertiser: Brown & Williamson Tobacco
Agency: Post-Keyes-Gardner
Art Director: Charles Tweed
Copywriter: Al Dobson

You are now in Clover Country.
Good Luck!

Advertiser: New Jersey Lottery
Agency: Bofinger-Kaplan Advertising of N.J.
Art Director: John Glenn
Copywriter: Charles Bofinger
Illustrated on Pages 27, 28 and 29 are what are known in the Outdoor Advertising industry as Embellished Bulletins. In the Kal Kan design, a plaque has been mounted on the unit and this portion of the design was changed to different illustrations, with the product and message remaining the same. Belair increased identification by mounting letters above the standard Bulletin area. The Detroit News design, one of many featuring personalities, extends the heads to gain attention. Stroh, Rainier and Royal Crown are able to enlarge the package itself by using extensions. The Canada Dry design uses extensions and excellent painting of the shadow to achieve a 3-dimensional effect for the product.
A label of love.

Baby
It's Bold Inside

Advertiser: Rainier Brewing Co.
Agency: Maxwell Arnold Agency
Art Director: Ray Der
Copywriter: Maxwell Arnold

Canada Dry Ginger Ale
Advertiser: Canada Dry Ginger Ale
Agency: Sonder, Levitt & Sagorsky
Art Director: Harry Wilkins
Copywriter: Vic Sonder

Cans don't litter...people do. So please.

Advertiser: Royal Crown Cola
Agency: Marketing Communicators, Inc.
Art Director: Doug Lew
Copywriter: Doug Lew
Your best times to Miami.
DELTA 747s
9:10am
12:15pm
9:00pm

Adviser: Delta Air Lines
Agency: Burke Dowling Adams/BBD&O
Art Director: Herb Boston
Copywriter: Al Boam

"Tom Moran tickles me."
WIP/610

Adviser: WIP Radio
Agency: Brownstein Advtg.
Art Directors: Betty Reynolds, Bernard Brownstein
Copywriter: Bernard Brownstein
PUBLIC SERVICE IN OUTDOOR

The Outdoor Advertising industry has been a major contributor to public service advertising campaigns for many many years. The value of the space alone which is donated in a year exceeds $3,500,000. Public Service designs are exhibited free of charge on behalf of local, regional and national causes, several of which are illustrated on the following pages.

One of the outstanding leaders in the Outdoor industry was Kerwin H. Fulton. In 1934, he established The Fulton Medal, to be awarded for outstanding excellence in Outdoor design. It has become a tradition to make this award in the field of Public Service. The esteem in which this award is held is evidenced by the fact that on occasion the panel of judges has withheld it, feeling that the designs submitted were excellent, but not up to the standards established by Mr. Fulton. Such was the case in 1971.

In 1972, the panel of judges agreed unanimously that the Kerwin H. Fulton Medal should be awarded to the design created by Mr. Allen Appel, Creative Director of Naegle Outdoor Advertising Company in Minneapolis, Minn. The design, the medal and some information about the Naegle Public Service Campaigns are included on the next two pages.
THE KERWIN H. FULTON AWARD

POINT OF NO RETURN

Advertiser: Naegele Outdoor Advertising Co., Inc.
Copywriter: Allen Appel
Art Director: Allen Appel
Since 1934, when Naegele Outdoor was founded, the company has been actively involved in many areas of social concern in the twin cities of Minneapolis and St. Paul. In 1969, they decided to launch an Outdoor Social Commentary Series. It was so powerful, requests were received from other parts of the country to use some of these designs in other cities. Naegele cooperated completely in providing artwork and suggestions to Outdoor companies across the United States.

Recently, Naegele began researching the Drug Abuse problem and has worked closely with Minneapolis Public Health officials as well as two local groups to develop a Drug Commentary Series. It is directed to young people who are drug users, or about-to-be-users.

Allen Appel has been Creative Director at Naegele since 1968, with prior experience with the Hedstrom/Blessing Studio and with General Mills in Minneapolis. He was born in New York City and educated at the N.Y. Community College in Brooklyn. Mr. Appel, as the credits indicate, is both Art Director and Copywriter of the design which this year receives the highly valued Kerwin H. Fulton Medal.
PUBLIC SERVICE AWARDS

Support a friend
FIRST NATIONAL BANK OF ARIZONA

Advertiser: First National Bank of Arizona
Agency: Bozell & Jacobs/Eller Outdoor
Art Director: Doc Olender
Copywriter: Pete Yurkovich

Advertiser: Los Angeles Chamber of Commerce
Agency: Botsford, Ketchum, Inc.
Art Director: Forrest Sigwaar
Copywriter: Ken Bernsohn

Shoplifters get free signed prints.

Advertiser: Christian C.
Agency: Cabell Eane
Art Director: Don Ritter

Advertiser: U.S. Treasury
The Advert
Agency: Leo Burnett
Art Director: Jack Brink
Copywriter: Harry Cray

Advertiser: Detroit Police
Agency: Eller Outdoor
Art Director: Pete Karagiannis
Copywriter: Fred Staffo
Adviser: Christian Children's Fund
Agency: Cabell Eanes, Inc.
Art Director: Don Ritter

HUNGER IS ALL SHE HAS EVER KNOWN

Christian Children's Fund, Inc. Richmond, Virginia

Buy U.S. Savings Bonds
For a rainy day.

Adviser: U.S. Treasury Dept.
The Advertising Council, Inc.
Agency: Leo Burnett Co., Inc.
Art Director: Jack Brink
Copywriter: Harry Crayton

Adviser: Detroit Police Officers Association
Agency: Eller Outdoor of Michigan
Art Director: Pete Karagianis
Copywriter: Fred Stafford

Walk in our shoes... just once.

Detroit Police Officers Assn.
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