



**Project Description:** DUIisforLosers.com ambient signage @ Artscape 2011

**Client:** Maryland Impaired Driving Coalition c/o Integrated Designs, Inc.

**Location:** Baltimore, MD

**Objectives:** Increase awareness about and curb impaired driving by installing signage on and inside portable restrooms at Artscape 2011.

**Timeframe:** 3 days

**Execution:** ITA produced and installed signage on 114 portable restrooms. ITA installers coordinated with Gotugo Portable Restrooms, and installed decals one day prior to the festival opening. Installers also conducted daily on-site inspections and repairs.

**Results:** Approximately 350,000 people attended Artscape, and it's safe to say that most of them probably used the restroom at least once and saw the DUIisforLosers.com message!



Advertising Redefined.



**Project Description:** DUIisforLosers.com guerrilla Floor Graphics

**Client:** Maryland Impaired Driving Coalition c/o Integrated Designs, Inc.

**Location:** Baltimore, Ocean City, Prince George's County (Maryland)

**Objectives:** Increase awareness about impaired driving and educate drinkers about alternative transportation options by using wide-format guerrilla marketing in bar restrooms.

**Timeframe:** 3 months

**Execution:** ITA scouted locations and obtained written approvals for installation locations in the client specified target areas. ITA then produced and installed life-sized vinyl floor and wall graphics that depicted impaired individuals passed out. The advertising message was placed on the individual's t-shirt. These graphics were then installed in the restrooms of 75 bars in Baltimore, Annapolis, Ocean City, and Prince George's County, MD. After the campaign concluded, ITA returned to the locations and removed the graphics.

**Results:** A follow up survey revealed that this was a highly successful and extremely effective campaign. Many bar owners were so thrilled with the campaign, that they requested that we leave them installed in their locations. This campaign gained a great deal of local and international media exposure!

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## References:

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## Testimonials:

Idle Time was a great agency partner for us in executing unique and out of the box campaigns. After working through several projects, they've become our go-to team for implementing contests, ambient media campaigns, street teams, etc. Having a partnership with Idle Time has allowed us to spend our time coming up with great ideas and not having to worry about the logistics of making them happen! The customer service is impeccable and their ability to adjust to changes in project scope and brainstorm solutions to obstacles and ideas for the best final product are invaluable. Thanks!

Anna Forbes  
The Cyphers Agency, Annapolis, MD

**Missions Accomplished:** Special Project Management, Text Message Marketing, Street Teams