

Posterscope USA, Lamar Advertising Debut Vehicle Recognition Technology in Customized Outdoor Campaign for Chevy Malibu

Cameras identify oncoming vehicles and serve personalized messages to drivers of competitive brands

New York, NY ([PRWEB](#)) April 07, 2016 -- [Posterscope](#) USA, a leading Out-of-Home communications specialist, together with [Lamar Advertising Company](#) (Nasdaq: LAMR) has unveiled a new outdoor campaign for the 2016 Chevrolet Malibu launch using vehicle recognition technology that can identify certain types of vehicles and generate dynamic, customized messages to drivers of those vehicles on digital billboards.

Developed in conjunction with Carat and Commonwealth, the campaign is now live in Chicago, Dallas and the New Jersey area and is designed to raise awareness of the Malibu's distinguishing features, including safety and fuel efficiency.

“The Malibu Vehicle Recognition Campaign is a first-of-its-kind in the U.S. and truly takes dynamic real-time media to the next level,” said Helma Larkin, CEO of Posterscope. “By integrating vehicle recognition technology into this campaign, we are able to deliver personalized content to drivers of competitive vehicles increasing the likelihood that messages will be noticed and remembered. It’s the first time this type of technology is being used in the U.S., but only the latest example of how we are leveraging technology to deliver impactful results through OOH campaigns.”

The vehicle recognition technology is embedded within a pole-mounted camera alongside the highway. As a vehicle approaches, the camera hones in on the grille and is able to identify the make and model of the vehicle. If it is a competitor to the Malibu, the driver of that car sees a customized message generated just for them on a digital billboard about 1,000 feet down the road. The camera does not collect license plate information or driver imagery, and all data is deleted as soon as the customized message is delivered on the billboard.

“As a media owner, we are constantly looking for innovative new ways to utilize technology and out-of-home, helping advertisers talk to consumers with relevant creative,” said Ian Dallimore, Director of Digital Innovation & Sales Strategy for Lamar Advertising Company. “Using Lamar’s digital network and vehicle recognition technology, we were able to help Posterscope deliver a personalized one-to-one message to Chevrolet’s target audience.”

The vehicle recognition campaign, currently running in the three markets through the end of April, is part of a larger out-of-home initiative spearheaded by Posterscope USA to raise awareness and drives sales of the new 2016 Chevrolet Malibu.

About Posterscope:

Posterscope is a full service out of home communications specialist with 700 people in 48 offices across 27 countries. US offices include New York, Los Angeles and Detroit. Posterscope is at the vanguard of cutting edge developments in OOH such as digital, programmatic, and OOH interactivity. Clients include: General Motors, Mastercard, Disney, The Home Depot, Red Bull, Adidas among others.

About Lamar Advertising Company:

Founded in 1902, Lamar Advertising Company (Nasdaq: LAMR) is one of the largest outdoor advertising



companies in North America, with more than 325,000 displays across the United States, Canada and Puerto Rico. Lamar offers advertisers a variety of billboard, interstate logo and transit advertising formats, helping both local businesses and national brands reach broad audiences every day. In addition to its more traditional out-of-home inventory, Lamar is proud to offer its customers the largest network of digital billboards in the United States with over 2,400 displays. Please contact us at [pr\(at\)lamar\(dot\)com](mailto:pr@lamar.com) or visit our website www.lamar.com for additional information.

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