



Lamar Advertising Company

Creating Client Proposals with Internet GIS

Problem

Needed mapping system that cost-effectively met its customers needs and could be deployed easily to the sales force by MIS staff

Goals

- Attach multiple maps to one proposal.
- Incorporate demographic maps.
- Distinguish between different advertising panels displayed on the map.

Results

- All features requested by Lamar's clients were accommodated.
- More than 1,600 maps are generated per day.
- Multiple maps can be attached to one proposal.

ESRI Software Used

ArcWeb Services

Lamar Advertising Company is one of the largest and most experienced outdoor advertising companies in the United States. By combining innovation, products, and strategic growth, Lamar has been helping clients find the right audiences for its products since 1902.

Lamar currently operates 152 outdoor advertising companies in 43 states and is a leader in the highway logo sign business. Currently, Lamar operates more than 149,000 billboards and 97,500 logo sign displays across the country.

The Challenge

Lamar strives to be the premier provider of outdoor advertising in the markets it serves. One way it achieves this goal is by providing clients with targeted placements for their outdoor advertising. Finding vacant billboards in the best areas for various products requires managing vast amounts of data including the actual location of the billboards and demographics of the areas where the billboards are located.

In early 2003, Lamar began actively researching new options for its Maps and Photos system. This map system allows the sales staff to create a map proposal for a prospective customer that contains a map of the billboard panel locations and can also contain a photo sheet that shows a close-up map of the billboard panel's location, pictures of the location, and detailed information about the panel.

Users were requesting many features that the map system could not accommodate at the time including attaching multiple maps to one proposal, using demographic maps, the ability to distinguish between different types of panels Lamar uses, and saving maps in different formats. Lamar needed to find a mapping system that could accommodate the increasing sophisticated needs of its clients.

The Solution

After researching several vendors, Lamar chose ESRI® ArcWeb™ Services because they provided all the data and features its clients were requesting. "ESRI was the only vendor that could accommodate the requests of Lamar's sales staff," says Tom McNamee, chief information officer, Lamar Advertising. "We chose ESRI's ArcWeb Services because they provided all the data and features our clients were requesting, and they were easy for our Management Information Systems (MIS) department to implement."

LAMAR
Baton Rouge, LA Media

Panel:	17634
Media:	Perm. Bulletin
Style:	Regular
Market:	BATON ROUGE, LA
Location:	I-10 @ MISSISSIPPI BRIDGE EF
Facing:	East
Copy Size:	14'x 48'
Vinyl Size:	15'x 48'
Blanked:	YES
DEC:	87000
Latitude:	30.43983
Longitude:	-91.18627

Demographics: Westbound motorists view this right hand reader on an elevated stretch of I-10 approaching the Mississippi River Bridge. Downtown attractions include the Centropolis, U.S.S. Kidd and Herod Museum, Louisiana Arts & Science Center, old and new State Capitol Buildings, and Baton Rouge's two leading casinos. Louisiana State University is also located nearby. The city of Port Allen is directly past the bridge. I-10 is the main corridor linking Baton Rouge and Lafayette/Lake Charles.

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For More Information



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To learn more about ArcWeb Services, visit www.esri.com/arcweb.

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Tom McNamee,
Chief Information Officer,
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ArcWeb Services offered Lamar a way to include geographic information system (GIS) content and capabilities in its applications without having to host the data or develop the necessary tools in-house. With ArcWeb Services, data storage, maintenance, and updates are handled by ESRI, eliminating the overhead of purchasing and maintaining large datasets.

Lamar introduced the online service in two phases. The first phase was completed in September 2003 when all maps in the system were redone using ESRI's batch geocoding process to ensure placement accuracy of the billboards. Now Lamar's sales staff can log on to their intranet, enter an address location requested by a client, and do a radius search in miles to find all available billboard panels within that radius, displaying them on a map.

The second phase introduced a map-editing system, allowing sales staff to change and edit the maps on the intranet for use in client proposals. Now sales staff can zoom in on a cluster of icons so each one can be seen, and the subsequent map can be saved as a new map in the proposal. They now have the ability to change the background of a map to new map types including U.S. streets, North American streets, census data, and aerial photographs. Users can also add icons showing locations of billboards if needed.

Results

More than 1,200 sales staff request an average of 1,600 map proposals each day. The average number of maps included in a proposal is 15. "Lamar has received lots of positive feedback from our users," says McNamee. "They have expressed their appreciation for the new features that have been added."

The screenshot displays the ArcWeb Services interface. At the top, there are fields for 'Name' (Crandon Metro Map), 'Content' (US Streets), and 'Style' (Default Map). Below this is the 'Map/Plot Location' section with a 'Label' field and a 'Search Method' dropdown set to 'Address'. The 'Criteria' section includes 'Address', 'City', 'State' (Alabama), and 'Zip'. A 'Target Locations' table is shown below the search criteria, listing billboard panels with their labels, descriptions, and coordinates. To the right is the 'Map Editor' window, which shows a map of the Crandon area with various billboard locations marked by colored icons. The map includes a legend, zoom controls, and buttons for 'Save Changes', 'Save As New Map', 'Reset to Default', 'Cancel', and 'Delete Map'.

Label	Description	Latitude	Longitude
1	Crandon Chamber of Commerce	41.92320	-71.41171
2		30.3795	-91.09681
3		5024	41.76829
4		5704	41.7607
5		7169	41.75347
6		5480	41.76373
7		1455	41.7598
8		7167	41.75719
9		5706	41.75304
10		7163	41.77847
11		1100	41.78959
12		1380	41.7823
13		0945	41.77219
14		1259	41.7835
15		1469	41.7835
16		5702	41.77962
17		6032	41.74795
18		7159	41.78429
19		1159	41.75149
20		5414	41.77831
21		7150	41.77842
22		1263	41.77949
23		7179	41.76453
24		5412	41.78125
25		1263	41.7451
26		5018	41.77092
27		7149	41.77854
28		1628	41.75947
29		1673	41.7271
30		1691	41.81539

For More Information



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To learn more about ArcWeb Services, visit www.esri.com/arcweb.