

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

For More Information

ESRI

ESRI

380 New York Street Redlands, CA 92373-8100 Phone: 800-447-9778 Fax: 909-307-3082 Web: www.esri.com 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.

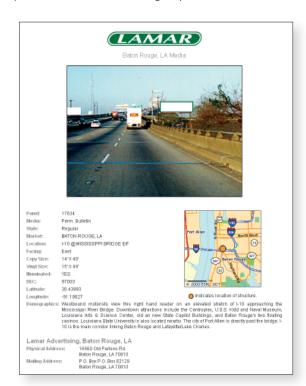
In early 2003, Lamar began actively researching new options for its Maps and Photos system. This map system allows the sales staff to create a map proposal for a prospective customer that contains a map of the billboard panel locations and can also contain a photo sheet that shows a close-up map of the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



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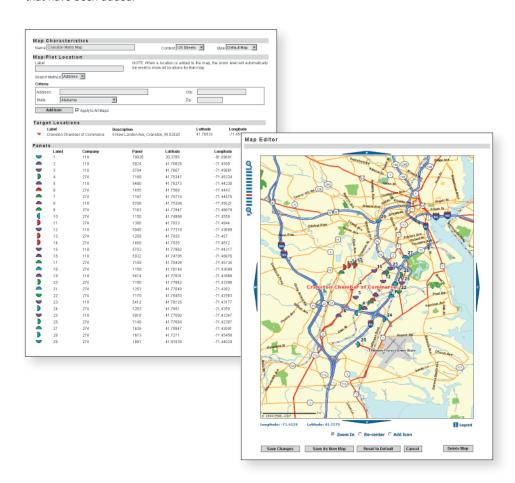
Tom McNamee, Chief Information Officer, Lamar Advertising ArcWeb Services offered Lamar a way to include geographic information system (GIS) content and capabilities in its applications without having to host the data or develop the necessary tools in-house. With ArcWeb Services, data storage, maintenance, 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."



For More Information



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