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Brrr! Bike Week '01



Outdoor Media Beams Lifestyle Message To Masses

Many a small thing has been made large by the right kind of advertising.
- Mark Twain

Vol. V
March, 2001

Number 2
AdFax™

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Seen At Indy Dealer Expo



New Australian cruiser entry comes from down under manufacturer Hunwick Harrop. Dubbed 'World's Most Exclusive Motorcycle', their Phantom 1500 cc FI v-twin looks like a runner. HH says CARB certification to begin soon, look for it in selected dealers around Christmas. www.hunwickharrop.com.au

Cobra Pipes On Display



Spec built 'Trakker' by Denny Berg was huge crowd pleaser for Cobra. Patterned after board racers of yesteryear, this one-off was as clean as they come. Project highlights their entry into HD exhaust market. www.cobrausa.com

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Bikernet Boss Keith Ball Gives Order To Ride...

DAYTONA BEACH, FL And they did just that, as record crowds endured cold front that lingered throughout the week during annual gathering of the planet's motorcycling citizenry.

Bike Week attendance translates into very cost effective numbers for anyone needing to reach targeted audience of enthusiasts. We began this outdoor media project to increase client profile when superb site opened up at last minute.

Location Location Location

The board went up just in time for the Daytona 500 at end of Speed Weeks. One block from intersection of Ridgewood and ISB, display loomed over captive audience stuck in traffic through who knows how many light changes.

Technology Makes Project Doable

With the client on the Pacific, our studio on the Gulf of Mexico, and the billboard across the state on the Atlantic, project was coordinated and proofed by Acrobat PDF e-mail.

A chunk of Mike Lichter's outstanding 35 mil art was scanned as 100 meg RGB file, massaged in Photoshop and, using layer magic and

swamp voodoo, rendered into striking visual capturing essence of bikernet.com's web site.

Production CMYK file went to Baton Rouge, where it was printed using VuTek image setter onto continuous roll vinyl for 14' by 40' wrap.

Who Saw It? A Whole Bunch Of Folks!

Conservative estimate of reader impressions runs well into the hundreds of thousands of target audience. Thanks to the production folks at Lamar Outdoor Daytona (Ginger!) and Baton Rouge. Thinking about taking the bus? Then we'll see 'ya in Laughlin next month!

Need Professional Results?

Siebenthaler Creative Services creates high-performance advertising, marketing, and public relations for the powersports industry. Call us for memorable solutions.

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