



Hitachi Heads Home Having Hit 99 Markets in 30 Days

The end of March saw the completion of the whirlwind Hitachi's four vehicle campaign. GMA has successfully showcased Hitachi's Ultra Thin 1.5 HDTV nationally, reaching ninety-nine markets in thirty days.

Seattle, WA, May 06, 2008 --(PR.com)-- Hitachi, one of the world's foremost leaders in innovative technology, just completed a national marketing tour with Kent, WA based GoMobile Advertising (GMA) and Traffic Adz, one of GoMobile's sixty national affiliates to promote Hitachi's latest 1.5-inch (35mm) Ultra Thin HDTV's. The GoMobile Advertising Network helped Hitachi break into the high-end consumer electronic market through a unique out-of-home advertising campaign which featured four GoMobile advertising vehicles. The Ultra Thin 1.5 HDTV series will be available this spring.

The campaign officially began on March 1st simultaneously launching in New York City, Dallas, Minneapolis and Seattle and covered ninety-nine markets by month's end.

“We hit the Big Apple by storm, and have already had a significant increase of interest from retailers”, said Mike Seifert, VP of Sales for GMA, who flew to New York City to oversee the Manhattan launch.

The Hitachi mobile advertising vehicle featured a 3D showcase of a modern, upscale living room, including three Hitachi Ultra Thin 1.5 HDTV series displayed on the wall and on rotating stands. The sales representatives could enjoy the ambiance of the Ultra Thin 1.5 HDTV series while sitting in plush leather chairs with the opportunity to directly ask the brand ambassador questions.

“This is an ambitious undertaking,” explained Chris Schuler, President of GMA. “Together with Traffic Adz this was the largest campaign to date by the GoMobile Advertising Network and an excellent display of what our network of affiliates can do.” Mike Pint, owner of Traffic Adz agreed, adding “The contributions between GoMobile and Traffic Adz helped advance the validity of the GMA network nationwide.”

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Contact Information:

GoMobile Advertising

Ryan Moss

877-727-6551

rmoss@gomobileadvertising.com

www.gomobileadvertising.com

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