

**A
HANDBOOK
FOR THE
REINVENT-
ION OF
OUTDOOR
ADVERT-
ISING**

ADAMS OUTDOOR ADVERTISING

WE MUST BECOME THE CHANGE WE WANT TO SEE

**“IF WE COULD CALL
EVERYTHING BY
ITS PROPER NAME,
ALL PROBLEMS
WOULD DISAPPEAR.”**

- PLATO

**THIS SMALL BOOK HAS
GREAT AMBITIONS. IT'S
GOING TO TRY TO WREST
MEANING OUT OF ALL
THE HIGH-SOUNDING
BUSINESS JARGON
WE'RE BOMBARDED
WITH EVERY DAY. IT'S
GOING TO LAY OUT
WHAT IS IMPORTANT
TO ADAMS OUTDOOR.
AND, IT'S GOING TO SAY,
VERY CLEARLY, WHAT
THESE IMPORTANT
THINGS MEAN TO US.**

ADAMS OUTDOOR ADVERTISING MISSION STATEMENT



SIGN HERE

TO REINVENT THE
MEDIUM KNOWN
AS OUTDOOR;

TO PROVE THAT
OUTDOOR
ADVERTISING IS
MORE POWERFUL
THAN ANYONE
HAS YET TO
IMAGINE.

SEC HEAD

ADMSBRND // 0.1.1_MDM.CHC.

SEC TITLE

THE MEDIUM OF CHOICE

We will be the medium of choice when people realize that Outdoor is an essential component of every media buy. Not only will Outdoor be recognized as more cost effective per impression than any other media, but it will also compete for media dollars on an equal footing with all other media. Above all, Outdoor will be recognized as the only medium that can't be turned off or overlooked.

THE EMPLOYER OF CHOICE

We will be the employer of choice when we no longer have to recruit. The best and the brightest will want to work with us because we will be a place where they can make a difference - a place where their talents are compensated, their best efforts do not go to waste, and they enjoy working.

SEC HEAD

ADMSBRND // 0.2_CL.THNGS.

SEC TITLE

COOL THINGS

As we reinvent Outdoor, we're going to become increasingly fashionable. Some might even say cool. But we're not going to use the word cool. Because cool never lasts. What's cool right now is going to be goofy five years from now. Entertainment, fashion, business, it's all the same. Is Fonzie still cool? Will people be talking about Paris Hilton next year? Can we interest anybody in a book on Total Quality Management?

So we're not going to think in terms of cool things. We're going to strive to do the things that make people say, "I wish I had thought of that."

HAVING FUN

Fun doesn't follow rules. Fun can't be legislated or boxed in. Fun is difficult to even define.

Life seems to be the most fun when all the elements of a complex process fall together of their own accord. Be it hitting all the lights on the way home from work, a magic moment in a relationship, or a sale that puts itself together - when you just know it's all going to work - such moments are called **flow**. Although it sounds like a bit of Eastern philosophy, flow, or being in the zone, is a basic human experience.

The more time our organization can spend in a state of flow, the more fun we will have at work. If we are truly having this kind of fun, each step in our plan will feel like an effortless turn of the pedal.

SEC HEAD

ADMSBRND // 0.4_N.KNCKLHDS.BS.

SEC TITLE

NO KNUCKLE- HEADS ON THE BUS

**"HELL IS
OTHER PEOPLE."**

- JEAN PAUL SARTRE

Nothing kills fun faster than someone acting like a knucklehead. So if you find yourself acting like a knucklehead at any point during the day, stop. If you see someone else acting like a knucklehead - help them stop. But don't be a knucklehead about it. That would defeat the whole purpose.

SEC HEAD

ADMSBRND // 0.5_BTFL.TRTH.ABT.GRWTH.

SEC TITLE

**THE
BEAUTIFUL
TRUTH
ABOUT
GROWTH**

18/58

**EVEN THE MOST
HUMBLE SEED
CAN CRACK
CONCRETE WHEN
IT BELIEVES**

**THE SUN WILL
SHINE
THE RAIN WILL
COME
AND THE REST
WILL BE EASY**

SEC HEAD

ADMSBRND // 0.6_VBL.NTR.GRWTH.

SEC TITLE

THE VARIABLE NATURE OF GROWTH

Think of the way you viewed the world when you were six. The first time you pulled a muscle. Or smelled something really, really foul. Think of the way you viewed yourself and those around you. Your impressions of your mother and father. Your idea of what it meant to be a mother or a father. How much have these ideas changed? Which has changed more? You or your idea of you?

At its most fundamental level, growth cannot be measured. Growth comes from the continual redefinition of the world around us. As long as we have the imagination and commitment to see things in new ways - to discover new sources of energy out in the world and deep within - our growth will be real, exponential, and transformative.

No steroid or shortcut can provide sustainable growth. If we want real and dramatic growth, then we must reinvent our company. Not just once, but an infinite number of times. A little bit every day.

SEC HEAD

ADMSBRND // 0.7_DFFCLT.TRTH.GRWTH.

SEC TITLE

**THE
DIFFICULT
TRUTH
ABOUT
GROWTH**

22/58

**ALL
THINGS
IN THE
WORLD
ARE
EITHER
GROWING
OR DYING.**

SEC HEAD

ADMSBRND // 0.8_HNSTY.

SEC TITLE

HONESTY

HOW MANY CUBIC
HECTARES OF
BULLSHIT HAVE
BEEN SPREAD
AROUND IN THE
NAME OF HONESTY?
IT'S REALLY
VERY SIMPLE:

WE TELL THE TRUTH.

THE LESS CONVENIENT
IT IS TO TELL THE
TRUTH, THE MORE
IMPORTANT IT IS TO
TELL THE TRUTH.

SEC HEAD

ADMSBRND // 0.9_ACNTBLTY.

SEC TITLE

ACCOUNT- ABILITY

**“IF I’M WRONG ABOUT THIS,
YOU CAN SEND ME A .45
AND I’LL SHOOT MYSELF.”**

- KEVIN GLEASON

We are accountable to our clients. If our work (the ideas that drive it, the real estate that supports it, and the hands that assemble it) does not create positive results for our clients, we have failed. And no matter how much we might gain in the short term, in the long term we will lose.

But to be accountable to our clients, we must first and foremost be accountable to ourselves. We must be able to look at ourselves in the mirror at the end of every day and say, “I stand by what I did.” If we can’t do that, action must be taken.

SEC HEAD

ADMSBRND // 0.10_NTGRTY.

SEC TITLE

INTEGRITY

**“IF TWO PLUS TWO
DOESN'T EQUAL
FOUR, WALK AWAY.”**

- SYDNEY BANKS

Having integrity involves more than telling the truth. Integrity is what holds a person or a structure together during difficult times. It's an internal strength. A person who has integrity doesn't believe something because it's convenient. He believes something because he has tested it and found it to be true. And, if he has integrity, he is not afraid to reexamine his beliefs.

THE SECRET TO DEVELOP- ING A TRUSTING RELATION- SHIP

You trust people who have something bigger than their own interest at heart. You trust people after you've seen them across a distance of ground. You trust people who believe in principles rather than convenience. All kinds of people are likeable, but few can be trusted.

It's so simple that it seems silly to write it down. To have a trusting relationship, you must first be worthy of trust.

WHY DO WE NEED GOOD CREATIVE?

A medium, any medium, is nothing more than a megaphone. It is powerless without a voice, or more importantly, an idea. Outdoor is a tremendous megaphone. But if we don't have something to say - something worth listening or paying attention to - we fail our clients and ourselves. True creativity arises when we use the power of our medium to change a portion of the world (however small or silly it may seem) on behalf of our clients.

True creativity is the responsibility of our entire organization.

SEC HEAD

ADMSBRND // 0.13_SCRT.BNG.CRTV.

SEC TITLE

**THE
SECRET
TO BEING
CREATIVE**

34/58

**ORVILLE
WRIGHT
DID NOT
HAVE A
PILOT'S
LICENSE.**

SEC HEAD

ADMSBRND // 0.14_BS.TWD.ACTN

SEC TITLE

A BIAS TOWARD ACTION

Those who dare, those who try, who dream and then put their backs and their minds into making dreams reality, those are the people for us. The contented and the critical, the fearful and the safe, they have their place, but it's just not here.

SEC HEAD

ADMSBRND // 0.15_MSTKS.

SEC TITLE

MISTAKES

**“DO NOT FEAR
MISTAKES, THERE
ARE NONE.”**

- MILES DAVIS

If you're not making mistakes, you're not trying hard enough. Be sure to screw up wildly, creatively, and originally. So long as you have a good rationale for the chances you take and the mistakes that result, and you spend more time being right than wrong, you're doing your job.

Honest mistakes are welcome. But if you make a mistake due to laziness or stupidity and try to use this section as a defense, you're going to be fired.

SEC HEAD

ADMSBRND // 0.17_CLTR.

SEC TITLE

CULTURE

"WHENEVER I HEAR SOMEONE
TALKING ABOUT CULTURE, I
REACH FOR MY REVOLVER."

- HERMANN GOERING

You don't talk about culture; you live it. Culture must come from the inside out. We're trying very hard to do something that has never been done before. And along the way there are going to be rough spots and bad days. When you have one of those bad days, the rest of us will be there to laugh. Not maliciously, but knowingly. Because we've all had those days. So we pick each other up, crack a few jokes, and move on.

MOST IMPORTANTLY, OUR CULTURE IS OURS TO CHOOSE.

SEC HEAD

ADMSBRND // 0.18_NSPRD.CLTR.

SEC TITLE

AN INSPIRED CULTURE

An inspired culture arises when people believe in something bigger than themselves. That's the reason this book exists. That's the reason we have a mission statement. But behind all of these words is a singular idea. Outdoor has power. We believe that the medium stands on the threshold of a new age. We believe that the things we do right now will have a dramatic impact on the future.

**WE BELIEVE THAT
OUTDOOR HAS
POWER. AND RIGHT
NOW THAT POWER
IS IN OUR HANDS.**

**WITH
GREAT
POWER**



COMES GREAT RESPONSIBILITY

SEC HEAD

ADMSBRND // 0.19_HRSTHDL.

SEC TITLE

HERE'S THE DEAL

So, that's what we think. And, that's what we believe. If you think any parts of this book should be changed, we ask for your guidance. The thoughts in this book are simply... thoughts. They are meaningless unless we breathe life into them.

Remember what George Carlin said:

**"LIFE IS NOT MEASURED
BY THE NUMBER OF
BREATHS WE TAKE,
BUT BY THE MOMENTS
THAT TAKE OUR
BREATH AWAY."**

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