

The KING Of GUERRILLA Marketing

Bizillion Staff

If you've driven the streets of any major city in Washington, you've probably seen Dirty Doug's work: Fifty posters, all the same, pasted in succession on the wall of an abandoned or closed business. The posters might be for a new movie coming out, a live show that is opening, or the latest punk band playing at the Crocodile. Dirty Doug is the king of guerilla marketing. He creates buzz at a grassroots level. When Dirty Doug blasts a city with posters, they get noticed. How can you *not* notice them? Now before you scream foul, be aware that what Dirty Doug does is completely legal and perhaps more importantly, is effective. So much so, big companies like Microsoft have begun to take notice and are hiring Dirty Doug to get their message out.

Dirty Doug, actually Doug Cox, is the CEO of posterGIANT, the Northwest's largest guerilla marketing company specializing in renegade posting, billboards, wall projections and other visual marketing. In his full sleeve tattoos and triple beard, Dirty Doug doesn't look much like the CEO of a company, but after five years, posterGIANT is growing fast. Formerly a professional audio engineer

who traveled with local bands to run their sound systems, Doug answered a classified ad for a company that needed someone to distribute material throughout the city. After four hours of distributing for that company,



posterGIANT was born and Doug has never looked back. Besides posterGIANT's service of plastering vacant walls with posters, they also care about the communities they serve. "The community is very important to us. We help organize neighborhood clean-ups, we provide pro-bono services to non-profits—we really give back to the community," says Doug.

posterGIANT provides an alternative to traditional advertising and reaches potential customers where they work, live, and shop. "Many advertising agencies are looking at alternative marketing solutions for their clients," Doug adds. Clients are provided a location list with photos that go out on the first Friday of each campaign. This allows the client to physically see their campaign and have the list in hand.

posterGIANT, under the watchful eye of Dirty Doug, has grown to over 25 markets nationwide. Doug has moved from mostly band posters to doing street level signage campaigns for concert promoters, beverage companies, movie studios, ad agencies, and even Fortune 500 companies.

"Dirty" Doug Cox is president/CEO of posterGIANT. Feel free to email him at doug@postergiant.net or call 206-850-0818.

206.850.0818 • postergiant.net • myspace.com/postergiant

PG POSTER GIANT SUGGESTED

RECOMMENDED FOR AN AUDIENCE NEAR YOU

WE GET YOU NOTICED!

posters
flyers
handbills
and more!