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Titan Outdoor launches NFL's world first Giant Player on London "mystery tour"

- *Promoting first ever competitive American Football match outside North America*
- *Biggest animated human figure ever built at 8 metres*
- *Titan leads UK for outdoor interactive campaigns*

24 October 2007 – Titan Outdoor ("Titan"), the UK leader for total outdoor solutions, has launched a world first campaign for the National Football League ("NFL") to promote a sold-out historic game between the Dolphins and New York Giants on October 28 at Wembley Stadium. It will be the first competitive league game to be played outside North America. The giant outdoor robot is in the figure of the infamous Miami Dolphins defensive lineman, Jason Taylor. It stands at eight metres tall and is the biggest animated human figure ever built. The animatronic portrays Jason Taylor in his full game uniform, complete with helmet and gloves. It has moveable feet and arms and can interact with the crowds whilst responding to impromptu incidents.

The remarkable robot will make a series of high profile stops at iconic London landmarks in the run up to the game as part of a "mystery tour". The tour of the giant will include an NFL tailgate party. The traditional tailgate party will feature American food, entertainment and performances by the Miami Dolphin cheerleaders. Tickets for the NFL game on 28th October sold out within two hours of going on sale and over half a million ticket requests were made in the first 72 hours after the game at Wembley was announced.

The robot was specially created by an award winning team at London-based SFX Company Artem Ltd, as part of an experiential marketing campaign undertaken on behalf of the NFL by Not Actual Size. Remarkably, this feat of engineering has taken just under 10 weeks to construct, with a team of more than 40 people working round the clock to build the superstructure.

Stephen Dunn, Group Sales Director of Titan UK said: *"We are delighted to be part of such a historic moment in sport. We have ideal London spaces to run high profile marketing campaigns such as this - creative face-to-face marketing like this is the best way to really bring it to life. Following our world first experiential campaigns for Sky HD and London Ink for Discovery that generate huge word-of-mouth marketing this cements our position as leading the UK for exciting, creative campaigns in interactive outdoor."*

Alastair Kirkwood, managing director of NFL UK, said: *"The game on the October 28th is a world first. It will be the first time that a competitive NFL game is being played outside of the United States. So it seems only fitting that we create something that reflects the scale of this event - and it doesn't come much bigger than a 26ft tall American Football player!"*

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Photos are available upon request



ANIMATRONIC FACTS

Weighing in at over a tonne, the Big JT animatronic boasts life-like features and some impressive record-breaking statistics:

- Standing at 26ft tall – Big JT is almost the height of two double decker buses stacked on top of each other (the real-life Jason Taylor is 6'6 and weighs 255 lb). It is the biggest structure of its kind ever built.
- The animatronic has moveable feet and arms and travels at 4-5mph – a single Big JT footstep covers nearly 2.5m
- 150 square metres (equivalent of half a football pitch) of fabric has been used to create the biggest-ever authentic football jersey shirt and trousers for Big JT. The fabric and specifications used on his kit are exactly the same used on the official NFL team uniforms.
- Each of his custom made boots are 6ft long and contain laces measuring 6.5m in length
- The oversized football the animatronic holds is twenty-five times bigger than an official ball
- Each of the animatronics eyeballs are the size of a large grapefruit
- Big JT's handspan is larger than a doorway
- A specially adapted camera is fitted to the helmet of Big JT and is programmed to transmit images of what Jason 'sees' onto a 40ft LED screen which travels behind him. Big JT also reacts to footage of himself and team mates played on the screen - cheering touchdowns and tough tackles.

The imposing animatronic was designed by a team of engineers at special effects company Artem using Autocad and Solidworks. The crew then expanded to incorporate a huge variety of specialist fabricators, model makers, sculptors and finishers to bring Jason to life. Artem's previous credits include movies Hot Fuzz, Reign of Fire and The Brothers Grimm, commercials for Sony Bravia and Miller Light as well as music videos for Madonna and U2. They also worked on the Olympic Games Opening Ceremony in 2004 and the Millennium Dome.

Artem SFX Supervisors, Jamie Campbell and Tom Lauten have managed the production of the massive Jason Taylor tribute which is supported and powered by a 5 tonne support vehicle.

NFL – THE GAME

The game between the Miami Dolphins and New York Giants on Sunday 28th October will be the first competitive NFL game played outside of the Americas. Miami Dolphins are the 'home' team, giving up one of only eight home games to play in London.

The Big JT animatronic will be unveiled in Trafalgar Square (22nd October) and then travel to Canary Wharf, Victoria Station and the Lakeside Shopping centre in Kent before arriving at Wembley Stadium for an exclusive tailgate party hosted by the NFL for 7,500 lucky ticket winners. The event, which will be held close to Wembley Stadium, will enable fans to get into the spirit of the game and feature American food, live music and performances by the Miami Dolphin cheerleaders.

Miami Dolphins v New York Giants, Wembley Stadium, 28 October: Watch the game live on Sky Sports 2 at 5 p.m. (build-up starts at 1 p.m.) or tune into BBC2 for highlights following

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Match of the Day 2. Listen live on BBC Radio 5Live. For more information on the NFL in London visit www.nflondon2007.com

Fast facts:

- Jason Taylor, Miami Dolphins, defensive end:
The reigning NFL Defensive Player of the Year is an explosive talent who makes big plays all over the pitch. Taylor has the strength to play defensive end and get constant pressure on the quarterback, yet he also possesses enough speed and athletic ability to play linebacker and cover receivers downfield. The 2006 campaign proved to be the best in Taylor's 10-year career as he recorded 60 tackles, 13.5 sacks and forced a league-high 9 fumbles. The five-time all-star has recorded 600 tackles and 106 sacks during his career and has also scored seven touchdowns on returns of fumbles and interceptions.
- The company behind the Jason Taylor animatronic, ARTEM Ltd, have an impressive animatronics portfolio of work which includes:
 - The Olympic Games Opening Ceremony, Athens, 2004 – animatronic Centaur costume
 - Reign of Fire – 120ft dragon
 - Miramax's 'The Brothers Grimm'
 - Flame Television's '3 Celebs and a Baby' – animatronic babies
 - Damien Hirst's animatronic scientist
 - For more information on ARTEM Ltd visit www.artem.com.
- Working to an initial creative direction from AMV BBDO, Not Actual Size has devised and executed this campaign for the NFL in the UK, and commissioned Artem to create Big JT. Not Actual Size Ltd is an experiential marketing agency that creates live brand experiences for consumers working with clients that include BMW, MINI, Diageo and Burberry.

About Titan Worldwide

Titan Worldwide is the world's largest privately owned, full service out-of-home advertising company providing sales, marketing and maintenance of transit, billboard, wallscape, telephone kiosk, street banner, shopping mall, supermarket and construction bridge advertising. Founded in 2001, Titan is led by Chairman William M. Apfelbaum and President/CEO Donald R. Allman. Titan Worldwide's team of market specialists furnish global, national and local clients with creative media solutions in the world's top markets, including London New York, New Jersey, Los Angeles, San Francisco, Philadelphia, Seattle, Boston, Toronto, and Dublin. Bill Apfelbaum and Don Allman ran TDI in the 1990s. In 1994 TDI won the rights to sell advertising in the London Underground and London buses from the London Transport Authority as part of the privatization of the LTA's advertising unit. At the time, it was the biggest transit advertising contract in the world. Titan Outdoor's UK operations are focused on four segments of the outdoor advertising market: railway, roadside, bus and retail. The company website address is www.titanoutdoor.co.uk