

stylepromotion

hot wheels

Catch everyone's eye with the scene-stealing promotional scooters from Scootopia Mobile Media.

WHEN A TELEVISION advertising producer, a TV director and the owner of some of Australia's most successful scooter shops all sit down for a drink it doesn't take them long to start scheming. Nick Wolff, Zuraya Hamilton and Joe D'Ercole did just that and came up with a fresh approach to the scooter mobile media concept.

Wanting to make an impression on local advertising, the trio thought it was time to bring things back to advertising basics with high-impact mobile media, albeit basics with a bit of bling!

With backgrounds in audio-visual production, the group combined their skills alongside a multitude of marketing and media concepts into one platform and Scootopia Mobile Media was born.

Starting from the ground up, Joe and Nick designed and engineered the fleet of stunning eye-catching scooters and trailers.

Armed with the latest cutting-edge technology,

the trailers have been designed to be modular so the main billboard frame can hold three signboards in total, or two signboards and an LCD TV. The whole frame can also be quickly and easily removed and replaced with a frame that can hold a 3D model.

Each scooter/trailer combo is equipped with a Bluetooth transmitter that sends out messages, special offers, vouchers and competitions to anyone in range with a Bluetooth-enabled device. Scrolling red light LED boards are permanently attached to the back of the trailers and they've also created a "media pod" – a big green trailer which can transport product samples and giveaways behind the equally big green 500cc Italian Gilera Fuoco scooter. Look out for the Scootopia fleet around Brisbane and the Gold Coast featuring this month's *Style* magazine!

WWW.SCOOTOPIA.COM.AU



Model wears Spin Dance vintage-style swing/rock'n'roll petticoat dress \$149, petticoat \$98.99 and headscarf \$19 from www.spindance.com.au; Prada sunglasses \$420 from Optiko p 3012 8883 and photographer's own shoes.

PHOTOGRAPHY: SHERBET BIRDIE

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