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## WHEELERS ROLL WITH UNIQUE MARKETING STRATEGY

*Wheelchair users open to advertising on chairs,  
according to 360 Magazine reader survey*

**NEW JERSEY, September 2003**—Temporary body tattoos. Unusual signs in car windows. Trampolines in Times Square. Companies are trying all sorts of offbeat advertising strategies to promote their products. While such guerrilla marketing tactics attract as many cheers as boos, unconventional marketers may have an ally in the wheelchair community.

More than 80 percent of wheelers surveyed would consider displaying temporary advertising on their chairs, according to a recent online poll conducted by 360 Magazine. In fact, 63 percent were very receptive to participating in a guerrilla marketing promotion. The naysayers and never-ever crowd garnered 15 percent of the vote.

What were the hot advertising spots on a wheelchair? On the back and wheels got a strong thumbs up; large flags and banners received a collective yuck. About 25 percent would be open to just about anything.

As positive as most of the respondents were to the breathing billboard idea, cash wasn't king with this group. More than 50 percent considered the business and what the advertising looked like to be the most important factors in their decision. In particular, they want to advertise for name brand, mainstream companies. Wheelchair users want to be recognized as part of the larger popular culture, as valued consumers of the same products as able-bodied people.

This reader survey is part of a special report on the "invisibility" of wheelers in mainstream advertising. The piece takes a sharp look at reasons for exclusion and argues that such antiquated notions belong in the bone pile of traditional marketing.

The complete article appears in the August/September issue of 360 Magazine. A web site for the wheelchair community, [360mag.com](http://360mag.com) is building a reputation as the best place to find useful and entertaining articles tailored to the accessible lifestyle.

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