

## BIG RIG ADVERTISEMENTS



Several semitrailers, all of which are very long, have been set up to display advertisements. The advertisements displayed on the semitrailers are trying to get different business owners to take the initiative and move their business on over to the state of Montana, helping to improve the economy in that particular area. So far, the advertisements have been displayed around different areas in Seattle because the state and several companies are making an effort to get people interested in the Montana area. One of the semitrailers was actually parked in a public area, displaying a huge picture of one of the beautiful lakes in Montana. The truck displayed convenient and catchy slogans, which includes telling people to build their own business and live their dream. The truck also shows a picture of a person working on a laptop computer in the Seattle area while people in Montana are having a blast, enjoying all of the recreation activities that are available, which includes skiing and fishing, two of the most popular activities in Montana. The Governor, Brian Schweitzer, believes that Montana is a fantastic place to live and even more to build a business. He even said that the United States Chamber of Commerce believes that Montana is the best place for Americans to start their business. He believes that it is a great place to start a business and raise a family as well, especially with the support of the welcoming community members. Schweitzer says that Innovate Montana is a new advertising campaign, which has cost the state about \$150,000, as a way of trying to get people interested in the area. He believes that television advertising, on that budget, simply would not work, which is where they eventually came up with the idea to display the advertisements on these large trucks, especially since they can be moved around from one location to another in absolutely no time. When asked about the goal of this new advertising campaign, Schweitzer made it clear, stating that he wants people to know Montana is the perfect place to bring in all of your ideas and set up shop, opening your own business and making a living while starting a family and becoming a proud member of the community. The CEO of Watkins & Shepard, Ray Kuntz, believes that the idea of advertising on the trucks is a good idea and is hoping it will be effective in the effort of helping more businesses to set up shop in the Montana area. Kuntz believes it is a beautiful thing to see these trucks riding around in Seattle, trying to grasp the attention of those around who may be interested in moving or starting up their very own business.