



"One man plus the truth constitutes a majority!"

LAS VEGAS ISRAELITE

"For Those Who Deserve The Best"

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VEGASTARS

Unique Marketing Effort: The Stratosphere has contracted with **Big Traffic Mobile Billboards Worldwide** for the next year as part of its marketing strategy, utilizing **WOBIs** to drive foot traffic through its doors.

WOBIs are illuminated display boards worn by walkers who are educated to interact with viewers who have questions about the displayed information. The walking billboards, used in groups of five to 20, reach out to audiences in a creative way that is eye-catching, impact-oriented and environmentally friendly.

Unlike traditional advertising mediums, WOBIs interact with geo-targeted markets by positioning themselves strategically. Big Traffic unveiled the 100-percent green advertising product in 2007.