A = Woman  
B = Man 

A: Sir . . . excuse me . . . yes, you I’m sorry but . . .  
B: Me? Can I help you?  
A: Yes, if you don’t mind . . . I have to ask you about the ad on your car.  
B: No problem, everyone is curious about it. I’m happy to tell you about it. You see, I’m not just one of the folks who are paid to have the ad on their car, I work for the agency that places them. Interested? I might convince you to let us put an ad on your car.  
A: Yes, you might. And then again, you might not. But I am curious. How did they ever come up with this idea? It seems so innovative . . . and yet when you think about it, it seems silly that we haven’t seen ads on cars for years!  
B: I wish I could say I was the one who first had the idea, but I wasn’t. In fact, there are a number of companies who wrap cars with advertisements, and each one has a story about how its founder was the first to get the idea. All the stories are a variation on the same theme, though, and they go something like this: A guy is stuck in traffic, staring at a car—in some versions it is a pick-up . . . you know, with the big “Toyota” or “Ford” name written on the back—and the guy thinks to himself, “Hey, that is great advertising! I can’t get ‘Ford’ out of my head. I spend twenty hours a week or more in my car staring at brands like that. And the crazy thing is, that the driver of that car is basically paying Ford—or Chevrolet, or Toyota, or Dodge, or whatever—thousands of dollars for the privilege of doing the advertising for the company.” And then it hits the guy—you know, like the apple falling on Newton’s head—the company ought to pay the driver! Not the other way around! Anyway, that is the story, and then some entrepreneur put it into action, and a couple of companies were born.  
A: Wow, that is some story. So what is the name of your company . . . “Ads on Wheels”? “Drivertisements”? “Autotisements”?  
B: Ours is a bit less creative . . . “Ads on the Move.”  
A: Well, that says it all.  
B: Here’s how it works: If you are a car owner interested in getting wrapped . . .  

A: Wrapped?  
B: That’s what we call it when we wrap an advertisement around your car. So if a person is interested, we ask them to answer a survey.  
A: A survey? Why?  
B: Well, we need to know where that car is likely to be . . . how often it is on the road . . . information like that, so we can match it up to an appropriate sponsor. If there is a match between the car and the advertiser, we pay the driver between 200 and 300 dollars a month to display the ad.  
A: Wow! That would really come in handy.  
B: Now you sound interested.  
A: I’m just curious . . . What are some of the advantages to an advertiser? I mean, why choose this over, say . . . a traditional roadside billboard?  
B: Well, first of all . . . you pass a billboard once or twice and you read the ad . . . but sometimes you follow a car for hours! That’s the number-one advantage of this kind of advertising. But there are other reasons, too. For instance, there are a limited number of billboards, and their prices are increasing. Plus, some cities have restricted the construction of new outdoor advertisements, so they are more difficult to get. Some cities, like Scottsdale, Arizona, and two whole states—Hawaii and Maine—have banned outdoor advertising altogether.  
A: I didn’t know that.  
B: So, do you know everything you need to know? Are you interested in going the next step and applying to have your car wrapped?  
A: I have to be honest with you . . . I don’t drive. I was waiting for the bus.  
B: That’s okay, I . . .