Section 1: Client Briefing

The storage industry is vibrant and growing with annual revenues now in excess of $4 billion. U-Store-It’s revenues have increased dramatically over the past several years, growing from about $80 million in 2003 to about $230 million in 2007. The industry consists of approximately 37,000 facilities with about 1.3 billion rentable square feet.

U-Store-It Overview

U-Store-It is an independent real estate company focused on the ownership, operation, acquisition and development of self-storage facilities in the United States. U-Store-It self-storage facilities are designed to offer affordable, easily accessible and secure storage space for residential and commercial customers. The company’s customers rent storage units for their exclusive use, typically on a month-to-month basis.

U-Store-It’s goal is to provide the highest standard of facilities and service in the industry.

- 90% of their facilities have an on-site manager available during business hours; about 75% of the facilities have a manager who resides in an apartment at the facility.

According to the Self-Storage Almanac, U-Store-It is the sixth largest owner and operator of self-storage facilities in the United States with 403 facilities in 27 states. The company’s distribution of facilities is shown below.
U-Store-It’s advertising and marketing strategies are complicated by the fact that in any particular market, U-Store-It competes with both national and local companies, some of whom may have twenty or more facilities in a market while others may only have a single location. National competitors include companies like Public Storage, Extra Space, Uncle Bob’s, and U-Haul.

Self-storage facilities compete based on a number of factors, including but not limited to: location, rental rates, perceived personal safety, storage security, hours of access, suitability and appearance of the facility, and flexibility of contracts. The implications of these factors for your development of U-Store-It advertising is discussed in the following section as well as in Section 2.

Advertising Planning Considerations

**Number of Locations:** As noted above, companies compete on the local level within a given market. Nevertheless, the size and number of locations (nationally) for a company can be used to develop/establish company credibility, stability and/or reliability.

**Purchase Motivation:** The use of a storage facility is driven by life events: marriage and other life changes (for example, separation/divorce, going to/returning from college), moving, inheritance. The current foreclosure crisis in housing may also be a contributing motivation.

**Climate-Control:** Climate control is an important benefit, but is not well understood by consumers. As a result, it needs to be explained, for example “climate controlled to protect your belongings from heat, cold and moisture.”

**Business Vs. Residential:** 80% of the rental business is residential, and this target should be the focus of your ads.

**Category Experience:** 50% of those using storage facilities are first-time customers. As a result, it should not be assumed that they are knowledgeable about their options or rental facility characteristics. The meaning/benefit of offerings needs to be make explicit and “spelled out” for them.
**Mandatory Elements**

**Both** print directory ads must contain the following elements:

- The basic U-Store-It logo shown below (in any color on any background).

![U-STORE-IT Logo](image)

You can generate this logo in Microsoft Word using the font “Ariel Black.” (The dot is made by pressing “option/alt” and “8” at the same time.)

Note that U-Store-It has over time added various second lines to its basic logo, for example: “Self Storage Centers,” “Storage. Service. Solutions,” “You Want It. You Need It” and “U-Need-It. U-Want-It. U-Store-It.” **You are not restricted to the use of any of these secondary lines, and you certainly have the flexibility to use a secondary line of your own creation should you desire.**

- U-Store-It’s web address: www.u-store-it.com.

- U-Store-It’s 1-888 telephone numbers (both 1-888-U-STORE-IT and 1-888-878-6734).

- Reference to the three San Antonio locations, including each location’s address and telephone number.

Beyond the address and telephone number of each San Antonio facility, your **full-page** ad must contain maps depicting the three facilities’ locations. Appendix 4 provides instruction for how to obtain these maps, although you are certainly free to generate your own maps using any of the web mapping services. Keep in mind that the maps do not need to be little square or rectangular boxes. The ad for Devon Self-Storage (Appendix 1, page 15) shows an alternative way to present maps.

The **half-page** ad does not require maps, but does require the address and telephone number of each location.

- Mastercard, Visa and American Express logos. You may download these from the Internet using a simple Google or Yahoo image search.

You can learn more about the U-Store-It San Antonio facilities as well as obtain pictures and maps by following the directions provided in Appendix 4.

**Beyond the prior mandatory visual and copy elements, ad design and copy for both directory ads is entirely up to you.** Remember, you are **not** restricted to the current visual approach, copy elements, illustrations or tagline.

Please double check your ad to make certain that all mandatory elements are present in your ad prior to its completion and submission. Ads that do not contain all required elements or that contain typos will not be judged.
Appendix 1:

Examples of Storage Advertising
SO CAL SELF STORAGE
HOLLYWOOD & BRONSON

More space is always nice.

The Nice-ities: Open 7 days a week • Free Move-In truck (yes, please)
Air-conditioned (ahhh) units • Deliveries accepted (thank you)

Individually alarmed doors • Digital gate access
and cameras (of course) • Professional (and Nice) management

Extended hours available • Truck rentals (10-4 good buddy)
Boxes and moving supplies • Business convenience center

Month-to-month rentals • No deposit required (it's all good)
Ask about free bottled water • Satellite music while you store (sweet)

*The aforementioned Nice-ities may vary by location. Call for details.*

HOLLYWOOD

5900 HOLLYWOOD BLVD.
323.244.2931

RENT A UNIT, MAKE A PAYMENT OR VIEW OUR OTHER SO CAL LOCATIONS AT:
www.socalselfstorage.com
Life just got easier.

Devon Self-Storage
Quality, Inside Self Storage

- Personal Access Codes
- Flexible Space Options
- 7 Day Convenient Access
- Video Surveillance
- Well Lighted Indoor Facilities
- Professional On-Site Management
- Locks, Boxes & Packing Supplies
- Special Units for Commercial Users

Ask about our promotion!

Visit us on the Web at www.DEVONSELFSTORAGE.com

(213) 784-0104  (323) 244-2216  (323) 776-3379
801 E. Commercial St., Los Angeles  700 E. Slauson Ave., Los Angeles  3611 West Washington Blvd., Los Angeles
L.A. SECURITY STORAGE

Same Location Since 1923
STEEL & CONCRETE BUILDING

• LOWEST RATES
• BUSINESS - PROFESSIONAL - PERSONAL • FREIGHT ELEVATOR
• ADT SECURITY • TRUCK LEVEL LOADING DOCK
• MANY SIZES - EACH TEN FEET HIGH • WE SELL BOXES & TAPE
SMALLER & LARGER ROOMS AVAILABLE
4 x 6 • 5 x 7 • 7 x 8 • 6 x 13 • 10 x 12

Business • Personal Furniture • Leisure
“Come store with us”

323-469-1402

6372 SANTA MONICA BLVD. HOLLYWOOD (CORNER OF CAHUENGA)
Security Self Storage

24 Hour Access
Climate Controlled Available

- All Ground Floor
- Low Monthly Rates
- Resident Managers
- Video Surveillance
- Boxes for Sale
- Fenced & Lighted
- Brick Construction
- Free Trailer Use*
- No Flat Leaky Roofs
- Deliveries Accepted
- Computer Controlled Access
- Open Sundays

1 IRVING
Beltline & Finley
(972) 257-1227
3417 N. Beltline

2 PARK CITIES
NW Hwy & Marsh
(214) 353-8700
3335 Northwest Hwy

3 DALLAS
Forest & Marsh
(972) 241-3600
3334 Forest Lane

4 DALLAS*
Spring Valley & Cty Expwy
(972) 480-8010
8600 Spring Valley

5 DALLAS
Skillman & Abrams
(214) 340-2200
6640 Skillman

6 DALLAS
Walnut Hill & Plano
(214) 340-4224
10664 Walnut Hill Lane

7 DALLAS
Forest Lane & LBJ
(972) 699-9444
9555 Forest Lane

8 PLANO
15th & Custer
(972) 881-0700
1919 West 15th St

NO EXTRA FEES • www.securityself-storage.com
Keep it Cool.

Quality, Climate-Controlled Storage Environment
Storage space that keeps temperature steady between 50° and 80° F.

Uncle Bob's Self Storage

Universal City
2500 Pat Booker Road .................................................. (210) 658-9947
San Antonio
8025 Culebra Road .................................................. (210) 647-0678
6015 Tezel Road .................................................. (210) 680-9479
3343 S.W. Military Drive .................................................. (210) 924-6493
9666 Marbach Road .................................................. (210) 675-2751
3540 Hunt Lane .................................................. (210) 674-1990
10200 Marbach Road .................................................. (210) 670-8100
20002 Blanco Road .................................................. (210) 764-0099
2300 Broadway Street .................................................. (210) 222-2618
11947 Huebner Road .................................................. (210) 641-7867
3615 N. Foster Road .................................................. (210) 310-1199

Free Truck Rental
with any new storage rental

Boxes and Packing Supplies
Available Here!

Over 350 Stores Nationwide! www.unclebobs.com
North 41 Storage

Your Storage Solution!

Commercial / Residential
Ambient & Climate Controlled Units

- 24/7 Electronic Gate Access
- Well-Lit/Paved/Fenced
- Owner Lives On-Site
- Outside Parking For Boats, RVs, Etc.
- Tractor Trailer Accessible
- Fork Truck Service Available

867-8000

11751 Old State Road • www.n41s.com

WASHINGTON AVE MINI STORAGE

- COMMERCIAL / RESIDENTIAL

- CLIMATE CONTROLLED UNITS
- 24/7 ACCESS, SAVE BY STORING IT YOURSELF
- FENCED W/ ELECTRONIC GATE
- SECURITY LIGHTING
- CONVENIENTLY LOCATED
- 8 SPACIOUS SIZES
- ANNUAL RATE DISCOUNTS

477-MINI 6464

4619 Washington Ave
Evansville, IN 47714
Appendix 2:

Example of U-Store-It Current
San Antonio Advertising
WE HELP MAKE MOVING & STORING EASIER!

Call the Self-Storage Professionals!

SAN ANTONIO

11303 W. Loop 1604 N
(210) 372-1404

SAN ANTONIO

9238 West I-10
(210) 593-0909

SAN ANTONIO

838 N. Loop 1604 East
(210) 494-2233

FEATURES*

Delivery Acceptance
24-Hour Video Recording
Open 7 Days A Week

Month to Month Leases
Indoor & Outdoor Units
7-Day Electronic Gate Access
Climate Controlled Units

U-STORE-IT

We’re the Self-Storage Professionals

LOCATIONS NATIONWIDE! 1-888-U-STORE-IT WWW.U-STORE-IT.COM
1-888-878-6734
Appendix 4:

Directions for Locating Pictures, Maps and Information on U-Store-It San Antonio Facilities
Directions for Locating Pictures, Maps and Information on U-Store-It San Antonio Facilities

Go to the U-Store-It web site at: http://www.ustoreit.com

From the pull-down menu on the left-hand side of the page select “Texas” for “Select a State”

From the next pull-down menu select “San Antonio” for “and City”

Press “Search”

The three San Antonio locations will now be listed. Press “Select” for each individual location to learn more about a particular location. Note that a slide show of pictures will be displayed. You are free to use any of these images in your ads. Should you desire. Also, you can press “Get Map and Directions” to obtain a map to use in your ad (should you want to use the map generated).