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# The Birmingham News

## Mobile ad firm spreads word of USC 1-peat

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Memo to USC: Your college football "dynasty" won exactly one BCS championship in a row.

You didn't win the 2003 BCS title. LSU did. You lost the 2005 BCS title game to Texas.

Even your 2004 BCS ring should include a diamond asterisk. You may have gone 13-0 that year, but so did Auburn.

In case you've forgotten these true facts, some LSU fans, with the help of a Mobile ad agency, are going to remind you very soon in a very big way.

Imagine Pete Carroll's face. It's a late February afternoon, and the USC coach is stuck in traffic a mile from campus, two miles from the Staples Center. He looks up and gets the message.

It's on a billboard, thanks to the LSU grads who put together the Web site [onepeat.com](http://onepeat.com) and the Sullivan-St. Clair Marketing/Public Relations firm in Mobile.

The billboard reads: Shouldn't dynasties win more than one?

It was bad enough when the Trojans proved less than invincible in losing their 34-game winning streak in the Rose Bowl. Then they lost five underclassmen to the NFL draft.

Now they're losing their aura.

"This (billboard) will happen," said Rich Sullivan, president and creative director of Sullivan-St. Clair. "Absolutely."

The exact location and wording of the billboard are yet to be determined, but Sullivan and his agency are narrowing down both. He said the billboard should go up within a month and stay up for a month.

OK. It's easy to understand why a group of LSU grads created [onepeat.com](http://onepeat.com) to raise \$10,000 in donations to pay for the billboard.

LSU's 2003 championship team got lost while ESPN threw roses at USC's feat.

But Sullivan is an Alabama graduate. He considers himself an Alabama fan. His firm counts among its clients the Alabama business school.

Why would he donate his firm's time and expertise in creating the billboard and finding the space for it? What's USC done to Alabama? Wasn't USC nice enough to share the 1978 national title with Alabama de??te beating the Tide?

"We've done some really in??esting things ourselves, a lot of guerrilla campaigns," Sullivan said. "Anytime I see someone take the initiative like this, I like to help."

His art director forwarded a blurb about onepeat.com Tuesday morning to Sullivan. He checked out the Web site and contacted one of its creators, all of whom have remained anonymous so far.

"My main contact," Sullivan said, "is an LSU graduate living in Texas."

By Wednesday, Sullivan and his team were working on the project. By lunch Thursday, the Web site had reached its goal of \$10,000 in donations to pur??se the billboard space in LA.

One day soon, the Trojans will take a PR hit where they live.

"It's a blast for us," Sullivan said. "It's just good fun. That's what's so great about sports."

Then there's the down side. Sullivan's onepeat.com contact wondered if some unhappy Trojan fans might vandalize the billboard in LA.

That's why the ad buyers, in searching for a spot, have narrowed it down. They're looking only at places you have to look way, way up to see.

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