

# ToTo Marketing's Danny Calderin Announces New Book TAKEOVER on Dominating Markets Through Visibility & OOH Advertising

LAS VEGAS, NV, UNITED STATES, December 9, 2025 /EINPresswire.com/ -- Daniel "Danny" Calderin, owner of [ToTo Marketing](#) and a recognized authority in modern Out-of-Home (OOH) advertising and mobile billboard strategy, has launched the presale for his forthcoming book [TAKEOVER](#), ahead of its official release on December 12, 2025. Known for building one of the most distinctive OOH portfolios to emerge from Las Vegas — and for executing campaigns nationwide — Calderin has become a go-to voice for brands seeking to establish real authority in competitive markets.



Danny Calderin with his new book Takeover

In TAKEOVER, Calderin distills the core principles he has applied across hundreds of visibility campaigns, offering what early industry readers are calling a comprehensive guide to elevating a brand from obscurity to category leadership. The book draws from his hands-on experience with mobile billboard trucks, digital displays, experiential activations, and multi-market OOH strategies, presenting a clear framework for companies aiming to dominate their space. While the book is informed by Calderin's foundational work on the Las Vegas Strip — a market built on spectacle and presence — its lessons are designed for brands operating in any region or sector. TAKEOVER examines not only the mechanics of visibility but the psychology behind it: why exposure shapes trust, how repetition builds authority, and what it takes for a brand to become the one people think of first.

Danny Calderin also addresses the unique visibility challenges faced by convention exhibitors, particularly those participating in major Las Vegas trade shows and expos. He outlines how exhibitors can use OOH strategies — including mobile billboard trucks, venue-perimeter saturation, and targeted blitz campaigns — to increase attendee awareness, drive booth traffic, and strengthen brand recall before attendees ever step onto the show floor. Calderin explains how high-frequency exposure in high-traffic convention corridors, hotel zones, rideshare loops,

and the Las Vegas Strip can give exhibitors an immediate competitive advantage, elevating their event marketing efforts and positioning their brand as a category leader throughout the entire convention cycle.

The book explores:

How repetition in high-traffic environments builds subconscious familiarity

Why consumers assign authority to brands they see in the real world

How geographic saturation signals leadership within an industry

The emotional and cognitive impact of large-scale OOH and mobile assets

Calderin's perspective positions visibility not as a marketing tactic, but as a psychological advantage that brands can design deliberately.

"Across every market I've worked in, the pattern is the same: the brands that lead are the brands that own their environment. We're entering an era where physical presence is becoming more powerful than digital reach, and TAKEOVER gives businesses the roadmap to leverage that shift — to rise above the noise and position themselves as the undeniable leaders in their space. Understanding how to do this isn't optional anymore; it's the priority for any brand that intends to stay relevant."- Said Danny Calderin

With digital saturation at an all-time high and consumer attention increasingly fragmented, TAKEOVER arrives as a timely resource for leaders, marketers, and entrepreneurs seeking to anchor their brand in the real world — where presence translates directly to perception and authority.

The presale is now live, offering early access ahead of the official release on December 12, 2025.

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