



MOBILE OUTDOOR PROMOTIONS

It's time to rethink how
you spend your advertising dollars.
Drive your message home.

MOBILE OUTDOOR PROMOTIONS

Mobile Outdoor 101

- What is mobile outdoor advertising?
- Why should you use mobile outdoor?
- When should you use mobile outdoor?
- What you should ask your mobile outdoor provider?
- What makes great mobile outdoor advertising—Do's and Don'ts
- Just the facts, man
- Who uses mobile outdoor?
- Mobile Outdoor Promotions Partial Client List



Mobile Outdoor Promotions

Advertising should be active—exciting. Actually, it should be an event. All too often advertising bombards rather than excites. At Mobile Outdoor Promotions we understand that if you want a vehicle to *drive* your message home, you probably want to actually **drive** it!

Mobile outdoor eliminates waste. The waste of ad dollars. (How green is that!) It doesn't waste the message. Mobile outdoor is creativity that *drives* home the message.



Why should you use mobile outdoor?

The planet is bombarded with messages that waste ad dollars because consumer's become oblivious.

There's only so many messages a human can take in for Pete's sake. Mobile outdoor creatively makes advertising an event.

Join the creative *evolution!*

Make an environmental choice. Mobile outdoor is on and off the street. The message makes its point. The client gets results. It won't crater the ad budget. The bean counters are happy. The world's a better place.



Mobile Outdoor Promotions

Let's make advertising just a little more fun and creative

Mobile Outdoor Promotions

It's more fun to spend ad dollars wisely.
It's pure genius to make advertising an event.
And fun to see the client smile.
Even more fun to see the bean counters stop smirking.
And the idea of bringing the message right to the customer is *bonus time*.
But that's what mobile outdoor does.



It just may be time to stop wondering and do something. . .

How cool is this!

- An ad message can literally travel to your target audience's front door
- It grabs attention wherever it goes—in fact, it has a 97% recall rate
- How about being the most cost effective medium in its class—that's right. Mobile outdoor can run for 5 days and provide major metropolitan coverage at a cost that will keep you begging for more!
- Want to change the route midstream? No problem, one call does it all.
- Change the message mid-week? A quick snipe or even a new poster can be installed pronto.
- Work it snowboy—make advertising an event.



METRO DAILY NEWS

Mobile Outdoor: It's Not Your Grandfather's Billboard

A 97% recall rate puts it in a class by itself

Garden Grove, California—Mobile Outdoor Promotions is the ideal choice for advertising campaigns designed to grab attention. Using trucks that display 30-sheet billboards, mobile outdoor can go anywhere the advertising message needs to go—on virtually a moment's notice. It can literally follow prospects down the street! It has also proven to be an exceptional advertising medium for campaigns geared to:

- Recruitment
- Grand Openings
- Ethnic communities
- Product Launches
- Conventions
- Political campaigns
- Sporting events
- Product sampling
- Public service announcements
- Coupon distribution

Hot Off the Press!

The news is mobile outdoor is creative, grabs the target audience, and is unforgettable.

Just what is mobile outdoor advertising?

Thanks for asking.



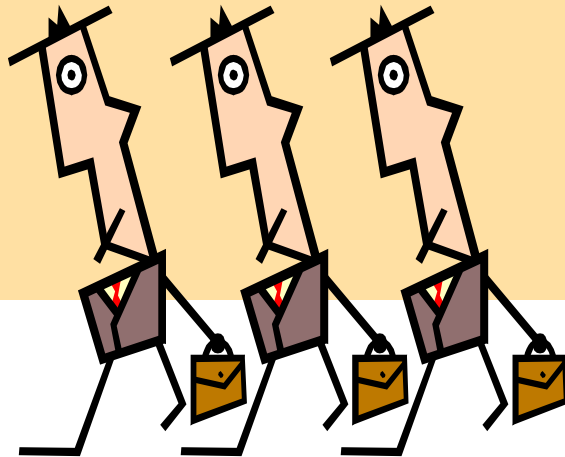
- ✓ If you can imagine your message driving to your customer's front door—you're close . . .
- ✓ If you see a giant ad parked at a sports event—you're getting warmer ~
- ✓ If your target audience sees and remembers your message—you're getting much warmer.
- ✓ If you can picture your billboard anywhere you want it to be—you're hot. Tsssssst!

Run that by me again . . .

Mobile outdoor stands in a class by itself in a world of myriad choices of advertising mediums.

Simply put, mobile outdoor places a 30-sheet billboard on each side of a 22' X 10' truck designed to effectively carry your message. This allows your advertising message to travel anywhere you want it to go, anytime.

It allows an advertiser to target an market like no other medium available. Routes can be zip code specific, geographic specific, demographic specific.



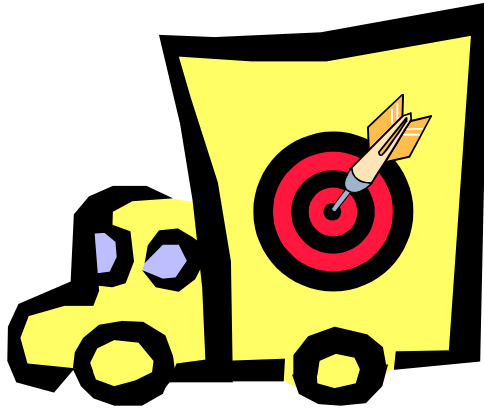
It is truly the anytime, anywhere medium.



Mobile Outdoor Plays a Crucial Role in the Media Mix

- Twenty-seven percent of the heaviest commuters *do not read a newspaper*.
- “Super-commuters” aren’t watching TV news either (74%, frankly, just don’t have the time).
- Out-of-home mediums like mobile outdoor reach commuters and high pedestrian consumers.
- Media buyers should **consider the *time spent with a medium***—the decision process should include a review of just who is spending time watching TV or reading the paper—if they did they’d learn that consumers find more time for mobile outdoor because it’s where they are.
- Upscale: Heavy commuters make more \$, drive more, have more education. And, they are more likely to have children (Really? Even with all that driving around? Guess there’s always time for the important things in life.)





More *Direct* than Direct Mail!

- Direct mail targeted to one million prospects would easily cost in excess of \$650,000.
- A campaign in a major metropolitan area designed to reach in excess of 1,000,000 consumers, running for 3 months with six mobile outdoor trucks would *cost 50% less than direct mail*—it would also include product sampling and special coupon distribution! And. . . consumers get the message!

With Mobile Outdoor there is simply no comparison . . .

Cable, Schmable—

Money spent on a cable TV *blast* can leave ad dollars wounded and misused.



For focused, pinpoint marketing mobile outdoor offers geo-demographic specificity (those words cost 50 cents each but you're worth it!)

A single cable television ad on a major cable network, running during non-prime time costs \$4,000 per ad. And that doesn't include production or even a 3x run!

Mobile outdoor is designed to cut through the clutter and put your precious ad dollars to the most effective use you'll find anywhere.

Just the facts, man . . .

- 97% recall
- Unmatched flexibility
- Most frequently mentioned source of ad awareness
- Generates 2 ½ times more attention
- Builds brand recognition

Sources: RYP & Becker Group; Market Vision Research; Perception Research Services

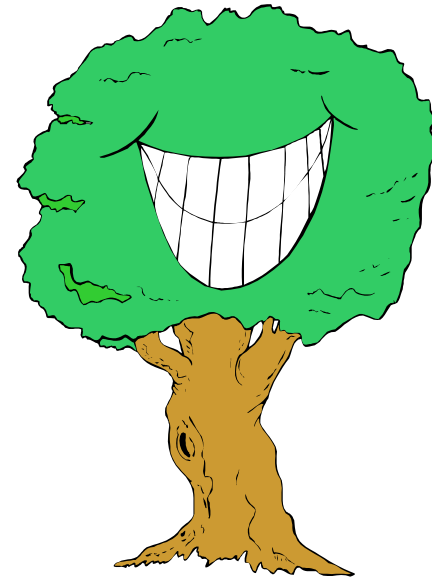
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When should you use mobile outdoor?

From our perspective—use it all the time. In a world crying for advertising creativity, mobile outdoor offers a fresh and super strategic way to get the message across. Mobile outdoor can travel with your audience. Literally. It has no boundaries. It's not limited to transit authority bus routes. Mobile outdoor questions authority—it goes where no message has gone before. *Would you rather spend a half million on direct mail that will use your "killer message" to kill more trees?*

While you may not have used mobile outdoor before, many of your competitors have. Why let their message *pass* you by—*drive* your message home. To any home. Mobile outdoor can be zip code specific. It's homeopathic, extraterrestrial, and even intergalactic in its effectiveness. People will truly see your ad message. They will remember it. And, they will tell others. It's a fact.



What should you expect from a mobile outdoor provider?

Plenty. They should be able to help you develop a creative, strategic, targeted campaign. They should be able to give you a sample route with zip code specific demographics.

Want to reach the Hispanic market? Looking for prime real estate to sell? Do consumers need a not-so-subtle reminder of your fabulous brand? Is your client planning a booth at an upcoming convention? Planning a store opening? Want an effective coupon distribution program?

Why not take a look at our client list, amigo.

What on earth are you waiting for?!



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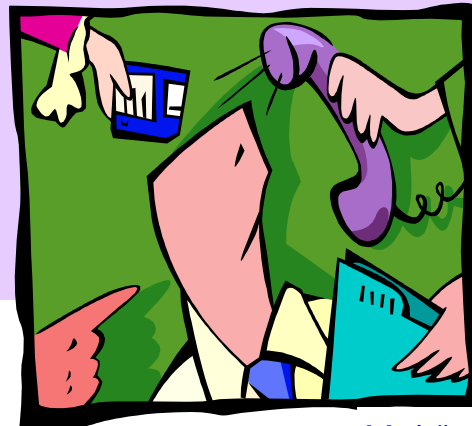
Mobile outdoor is the anywhere, anytime medium.

It not only makes your ad an event—it's interactive.

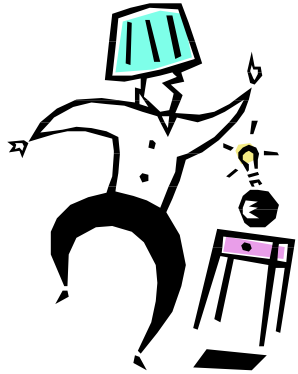
Park the ad and the billboard becomes the latest neighborhood attraction.

Customers will come to you. Hand them coupons, t-shirts or just a smile. Make sure your mobile outdoor company is able to provide professionals who do more than drive. The mobile outdoor company you use should be able to chart your course and know how to get your customers involved.

Cut through the clutter, big time.



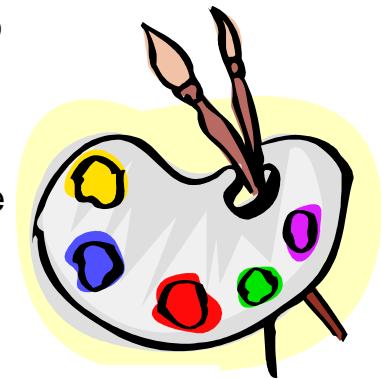
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Break the rules. Question authority. Visualize world peace.

Mobile outdoor has few don'ts. Ad agencies and media buyers know what works on outdoor. But for the sake of world peace a few tips are mentioned below.

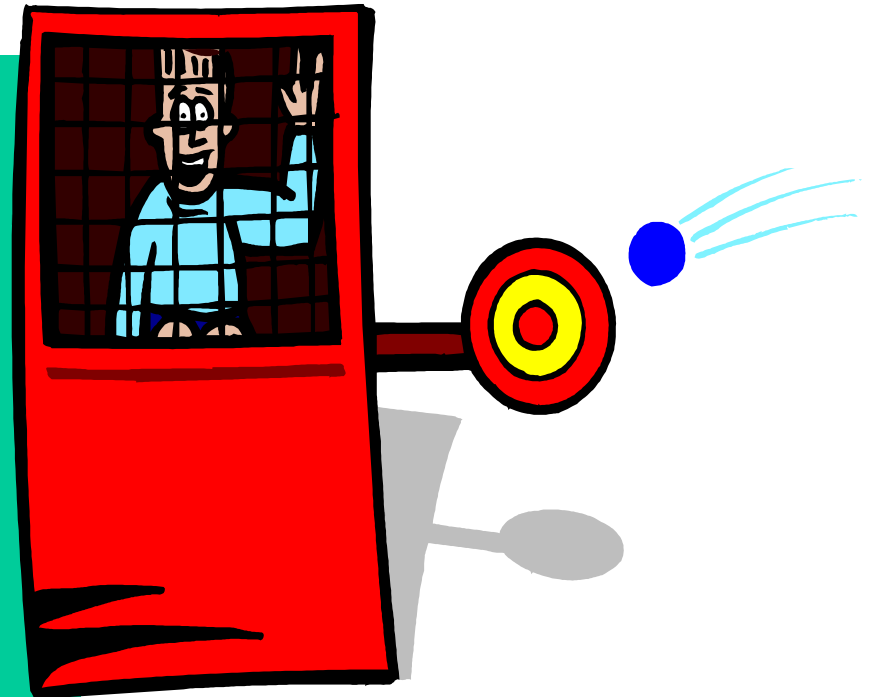
- Putting your print message on a mobile outdoor board is nuts. Pure and simple—way too much copy. Be environmental, don't waste the green \$tuff.
- Dark colors will make your message stand out like a hearse at a funeral. You will see the big black moving vehicle but you won't want to look at it. Yellow. Red. Green. Primary Colors (the politically correct version, that is.) Bright colors not only make a statement, they stand out and they make your audience happy.
- Resist the urge to tell everything. As a great client said to us: *Less is more on outdoor.* (By the way, all our clients are great.)
- Here's a don't—Don't be afraid to try mobile outdoor. The satisfaction rate is high and the recall rate is astonishing: 97%. The risk is not using it (in our humble opinion.)



Mobile Outdoor Promotions

Mobile Outdoor Promotions— an advertising solution that is:

- ✓ Targeted
- ✓ Attention-getting
- ✓ Cost effective
- ✓ Ideal for short-term
- ✓ Flexible
- ✓ Demographic specific
- ✓ Generates excitement



Mobile Outdoor Promotions

Mobile Outdoor Promotions Partial Client List



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www.mobileoutdoor.com



... thank you

CALL TODAY!
1-800-835-ROLL
1-800-835-7655



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Call today
1-800-835-7655

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