

mobileIMPACT Informational Brochure

mobileIMPACT.

Your message displayed on our cutting-edge LED digital mobile billboard truck will reach a wide target audience yielding high recall rates with a cost-effective result.

- **Memorable:** The moving illumination of a massive, vibrant, high-resolution ad that speaks precisely to your target audience at eye level on busy streets is guaranteed to get noticed. **This focused method is most effective in raising brand recall!**
- **Geo-Conquesting Strategy:** capture market share from your competitors by driving your larger-than-life advertisement near their customer base. **This is a great strategy to achieve competitive advantage!**
- **Nontraditional and Exciting:** People don't come across mobile billboards every day, which is why when they do, they are instantly intrigued. **It's a great technique to cut through the clutter, grab attention, and create engagement!**

Contact Us

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**One of the Newest Forms of Advertising
Generates a Large Number of Impressions
Innovative * Unconventional * Noticeable**

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www.mobileimpactaz.com

Guerrilla Marketing

- When it comes to advertising, **bigger really is better**. If your large ad is at eye level, and it is moving, it's **hard to miss!**
- **Modern** and **low-cost** marketing techniques are aimed at obtaining **maximum exposure** for a product!
- **Bright, highly visible** images in motion automatically takes the consumer by **surprise** to make a **big impact** about the brand!
- The **move-ability** factor lets you reach your **target** audience successfully by taking the ad to them in their daily routine where they work, live, and play. This combination means **quality impressions!**

"We've done Westword, radio, event marketing, etc... Mobile billboards are by far the most effective use of my marketing dollars. They focus directly on my business and is crazy for sporting events and concerts."

Erik S., Owner – Lotus Medical



"My mobile billboard ad increased our typical headcount by 100 people on the first night we ran!! We now have a scheduled advertisement plan."

Brett S., Owner - Zi South Restaurant

Our Products & Services

GPS NAVIGATION REPORTS

1



- develop personalized schedule and route
- heavy traffic for optimal impressions
- park at large events
- high traffic intersections
- circle targeted neighborhoods
- switch locations to maximize reach

3-SIDED DIGITAL LED HIGH RESOLUTION SCREENS

2



- 270 degree viewing capacity
- highly visible on bright days and dark nights
- customizable timing of alternating images
- live broadcasts
- prerecorded videos
- multiple messages simultaneously

SOCIAL MEDIA EXPOSURE

3



- posts of your message and quality photo(s)
- reach our public and following
- exposure continues long after campaign
- hashtags increase awareness
- targeted audience expands
- interaction through 'likes' and comments

On local routes, monthly impressions ranged from 1 million to 4 million hits! (Traffic Audit Bureau)

A Digital Experience in Motion

APN uses brain scanning technology to prove that moving ads provide 45% more peak exposure as compared to static billboard ads.



Your ad can be taken almost anywhere for hyper-focused reach and frequency generating 30,000 – 70,000 impressions a DAY!



"They're more affordable and effective with larger and brighter ads than the other trucks I've seen."

Rich B., Chief Marketing Officer – Sports Authority

Versatility Sets Us Apart

BRAND PROMOTIONS



- sales offers
- hiring recruitment
- public awareness
- product launch

POLITICAL CAMPAIGNS



- support proposition
- attract voters
- promote candidate
- parades

SPECIAL EVENTS



- sports games
- grand openings
- large conventions
- live music festival

91% of the targeted consumers noticed the text and graphics on truck advertising. (3M and the American Trucking Company)

Customizable Campaigns

Tell us where you want to go, or we can consult with you on the best blend of **geographical exposure** and **strategically routed outreach** to drive impressions and hit your target audience.

We can mind consumers' interests, preferences, and behaviors through **interactive execution**, so your brand is well placed and sure to be seen.

Ways to Reach your Audience with our Unique Platform

Graphics	Produced Footage
Interactive Text Surveys	Contests
Video Game Tournaments	Drive-By Celebrations
Live Streaming	Broadcasts
Social Media Campaigns	Real Time Election Results
Pre-Recorded Film	Sports Viewing Parties

Further personalized reach is possible by sending proximity-based messages directly to a smartphone, amplifying the reach by up to 316%!

SPECS

Display Pixels	Sizes	Formats
sides: 1024 x 384	sides: 13' x 5'	file: jpeg, png
back: 512 x 384	back: 7' x 5'	video: MP4

PRICING

Local Valley	Other Destinations
(i.e., Scottsdale, Tempe...)	(i.e., Prescott, Tuscan...)
\$700 for 4 hours	additional travel charge
\$1250 for 8 hours	
longer campaigns may offer beneficial pricing contact us for specifics	

SOURCES

ARB In-car Study 2009 v4 ds.doc (arbitron.com)
How effective is Mobile Billboard Advertising? (aimoutdoor.com)
How Effective Are They? Mobile Billboard
Studying the effectiveness of mobile billboard advertising – LED Craft Inc
What Is Guerrilla Marketing? (creativeguerrillamarketing.com)

96% of survey respondents thought mobile advertising is more effective than traditional outdoor advertising. (American Trucking Association)

Advantages of Mobile Billboard Marketing

MOBILE BILLBOARDS	STATIC BILLBOARDS
107% increase in sales	54% increase in sales
travel to nearly any location	stationary
bring ad to targeted consumers	wait for possible consumers
more time for viewing among traffic	quick look while traffic is passing
cost effective	massive price tag
~300-degree viewing field	~90-degree visibility
updated content in real time	not editable
follow heavy traffic for constant viewing	down time yields low impression results
movement is consistently eye-catching	stillness fades into the background
45% more peak exposure	wasted downtime
drive where ad stands out independently	often compromised with other ads
park in front of competitors	nearby ads increase competition



camped at your desired locations

RYP & Becker Group claim vehicle marketing results in a 97% message recall compared to a 19% retention for stationary signs.



your ad here lighting up rush hour

The European Outdoor Advertising Association found that truck marketing boosted name recognition 15 times MORE than any other form of advertising.