

# RavCar

## 2022 MEDIA KIT

Connecting consumers with Brands in a highly engaging and effective new way.  
Merging Brand Content, Social Engagement, Mobility and Commerce.





# AFFORDABLE PRICING

PER CAR

WHAT DO YOU GET?



NO ONE CAN BEAT THAT

- Each driver posts 1 time per month with creative ads or unique promotions on their social media.
- Brand Ambassadors travel at least 1000 miles a month in your selected area. They get 10,000 - 30,000 views a day and 220,000 - 600,000 views a month.
- BA's recommend and promote your business. They also learn FAQ's to better represent your company.



# AD PLACEMENTS



LEFT SIDE



RIGHT SIDE

Approx. Size: 24" x 20"



THE BACK

Approx. Size: 29" x 27"

We maximize your total impressions by utilizing all three sides of the vehicle. This setup will generate 30,000 to 60,000 views per day.

\*\* Data taken from GeoPath / Formally Traffic Audit Bureau / stated that vehicle graphics garners 30,000 - 60,000 views a day.

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# SIGN IS LIGHTED

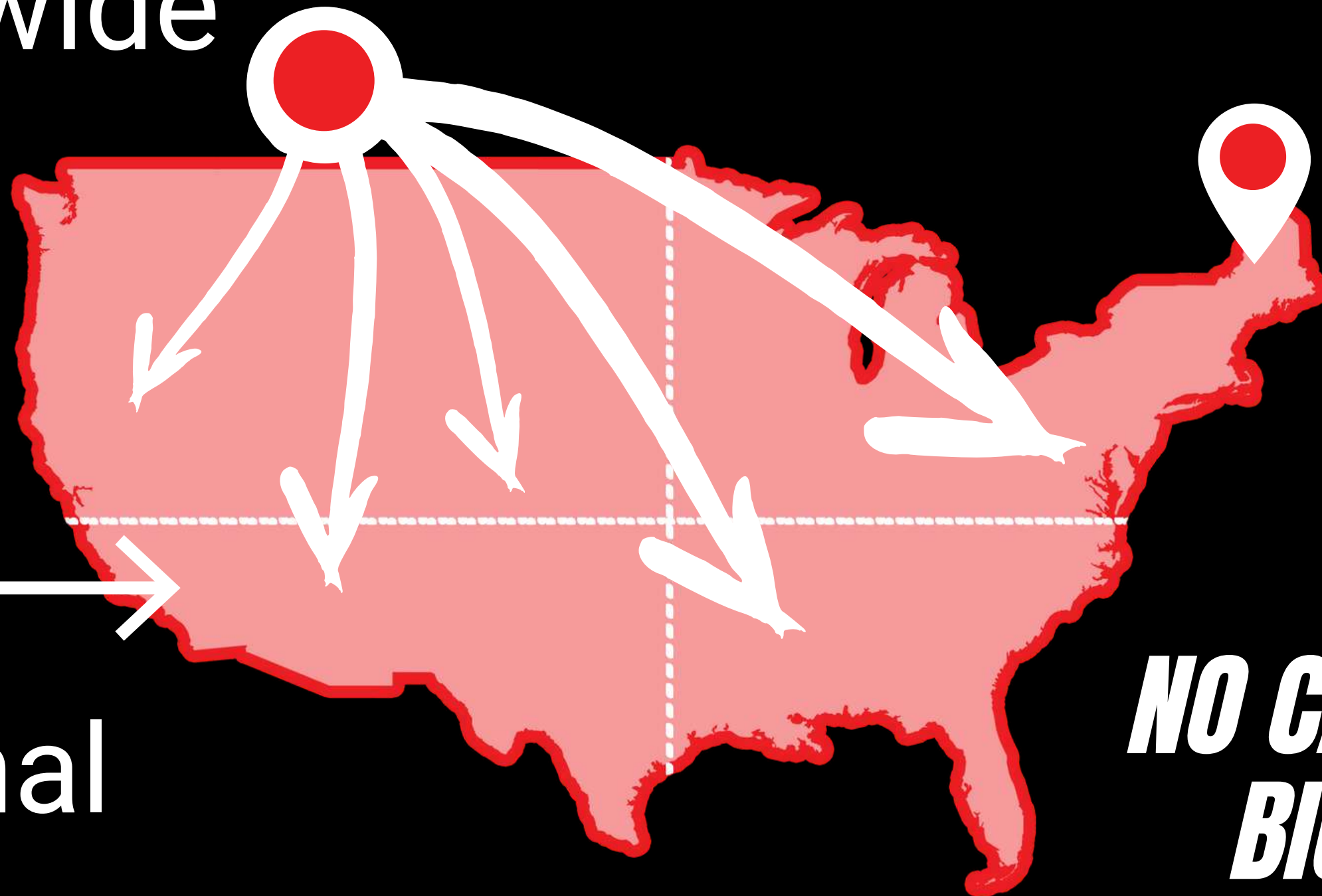
Our signs are illuminated for nighttime use. They are environmentally friendly and solar-powered.



# LAUNCH A CAMPAIGN

Nationwide

Local



Regional

***NO CAMPAIGN IS TOO BIG OR TOO SMALL***

\*\* We service the continental US



# SETUP FEES

Setup fees, expensive?

**DEFINITELY NOT!** 😊

If you want to keep your campaigns lively and fresh, you can switch signs out in less than two weeks.

## VERY LOW CPMS

- 🎯 **ABILITY TO CHANGE CAMPAIGNS FAST**
- 🎯 **LOW SETUP FEES**
- 🎯 **LEAD TIMES - 2 TO 4 WEEKS FROM ARTWORK APPROVAL.**

**RavCar™**

## FAST & AFFORDABLE



# INTRODUCING RAVCODE QR

With smartphone cameras integrating QR Code scanners into everyday picture taking capabilities, the need for special apps to scan codes has been eliminated. This acceptance into the mainstream camera application has created a QR code resurgence. With these codes, you can target your audience with notifications that will drive engagement. You can analyze the metrics and customize your campaign based on these results.

# RAVCODE QR CAPABILITIES



Link to App store download



Launch a video



Launch a website



Send Coupons or promo codes



Install contact information



Connect social media



TAKE A PIC!



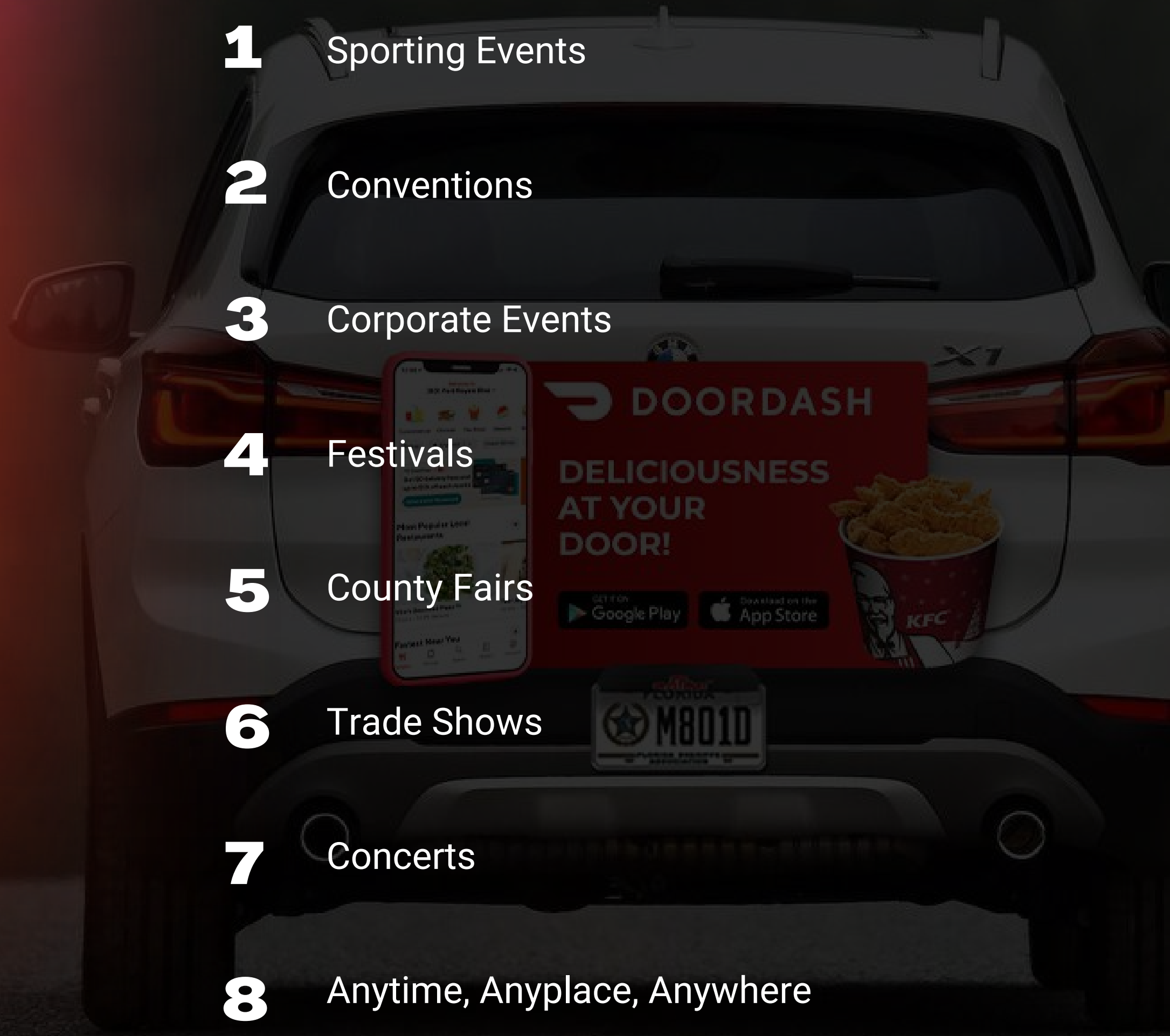
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# NATIONWIDE EVENTS COVERAGE

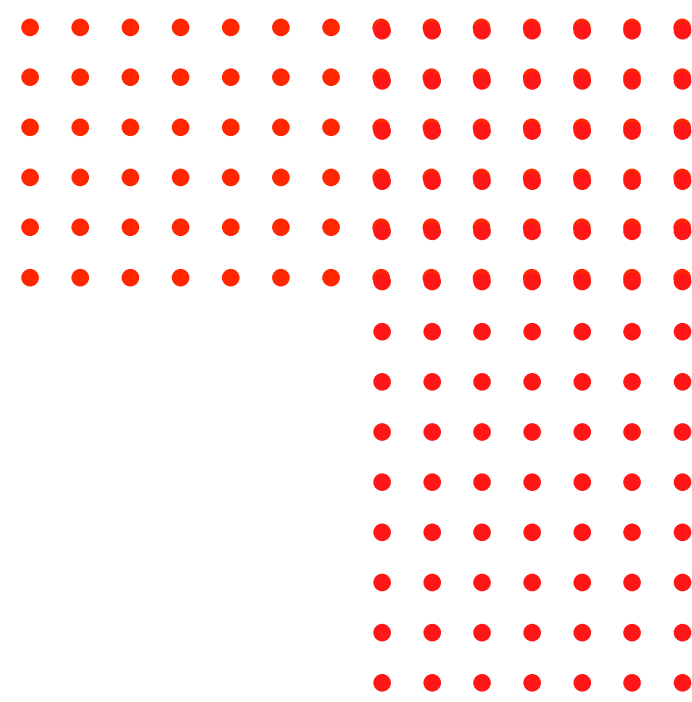
We can orchestrate a campaign to incorporate your Brand into any event Nationwide. We utilize the peripheral areas to capitalize on event traffic and get your Brand noticed.

**RavCar**<sup>TM</sup>

- 1** Sporting Events
- 2** Conventions
- 3** Corporate Events
- 4** Festivals
- 5** County Fairs
- 6** Trade Shows
- 7** Concerts
- 8** Anytime, Anyplace, Anywhere







- ★ 21 & Older
- ★ Monitored & Insured
- ★ 2010 or Newer Vehicle.
- ★ Clean Driving & Criminal Record
- ★ Top Rated ride share and delivery drivers.

**BRAND SAFETY IS OUR  
#1 CONCERN**





**WHY RAVCAR IS DIFFERENT...**



# RAVCAR - DO'S

## WE DO:

- 1** Pairing of advertisers to drivers to hit desired demographics.
- 2** Keep prices low to maximize the advertiser's dollars.
- 3** Integrate digital marketing campaigns with in your face branding.
- 4** We are the only company with these patented signs. No competitors and unique.
- 5** Maximize the most visible part of the vehicle, The Back, with 3D eye catching designs.
- 6** Cover every single city in the United States. Big or small.
- 7** Have Brand Ambassadors that are ready to spread the word.
- 8** Have customer interactions that pull traffic in.
- 9** The best ROI + CPM around.



# KEY FACTS

Key facts showing how quickly OOH is becoming the most "converged" advertising media. Working seamlessly with social media, mobile and online campaigns to drive consumers "from the big screen to the small screen."

- + 34% say OOH influenced purchase decisions.
- + 33% Report OOH helped them discover a new Brand.
- + 26% Say OOH informed them on a new product or Business.
- + 58% of all consumers have gone online as a direct result of seeing an OOH Ad.
- + 41% were interested in special sales or deals through QR Codes.
- + 70% of audiences are noticing OOH while driving.



**OOH Extends reach when used in conjunction with your other media campaigns.**

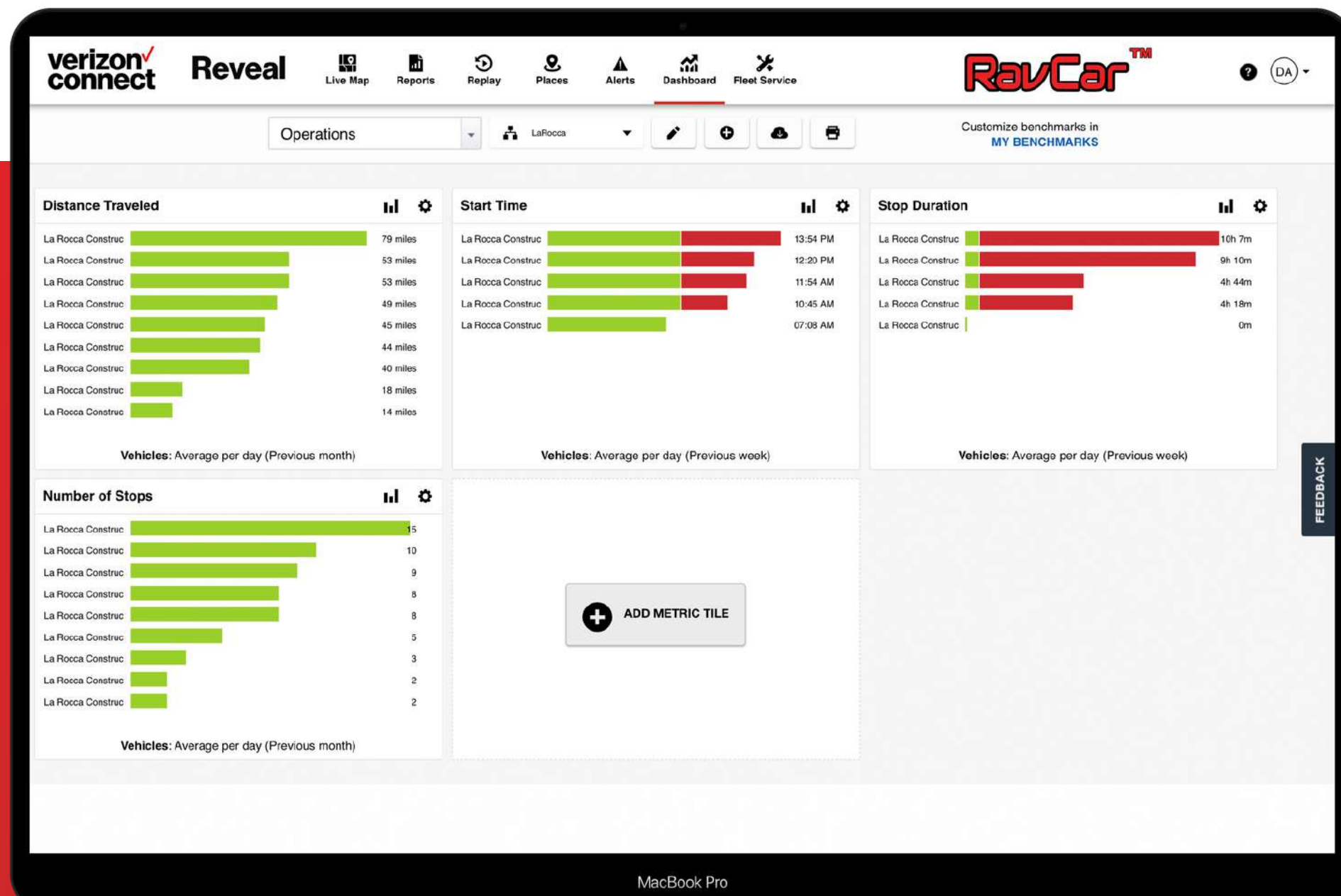
**18% Reach increase - TV**

**316% For Mobile Advertisement**

\*\* Source OAAA - The Harris Pool

# RAVCAR ANALYTICS

At the end of each month, RavCar will send you the numbers that matter. With these analytics, you will see the Power of RavCar and the Power of your Brand.



 Impressions

 Mileage

 Daily Routes

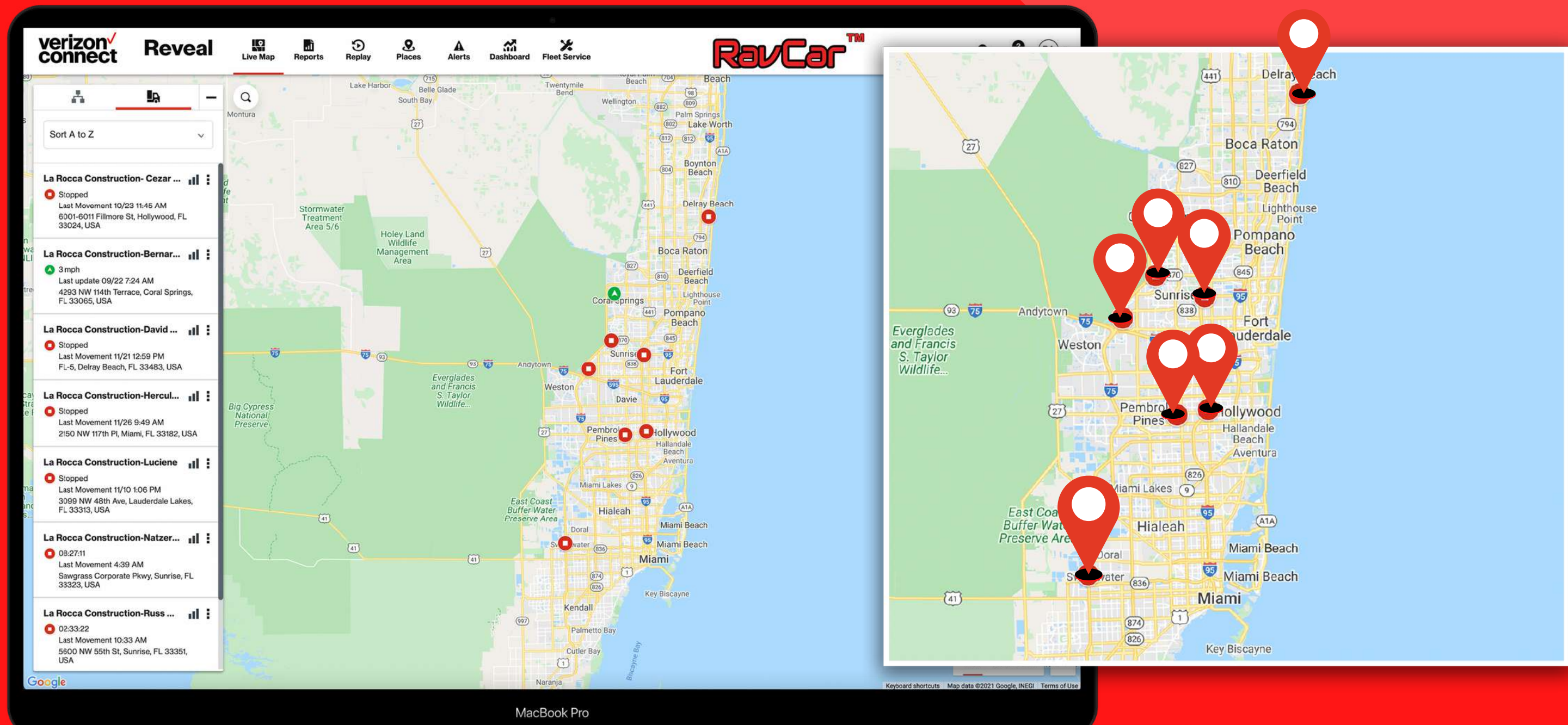
 RavCode QR Analytics

 Targeted Area Maps

 Heat Maps



# ADVERTISERS CAN WATCH THEIR MONEY WORKING FOR THEM LIVE





# WORK WITH US

For questions or more info

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