

Mobile Billboards



- ▶ Intersect consumers directly along path to purchase
- ▶ Extremely targeted with strategic routing
- ▶ Incredible eye-level visibility, curbside real estate
- ▶ Larger-than-life moving canvas grabs attention
- ▶ Ability to go where other OOH is scarce
- ▶ Flexible media buy
- ▶ National coverage; largest national fleet
- ▶ Scalable; equal coverage for multiple locations and multiple markets
- ▶ Uniform, well-maintained units
- ▶ Advanced telematics software to monitor driver performance and preventative maintenance needs
- ▶ Real-time GPS tracking and monitoring
- ▶ Professional, DOT certified, experienced and drug-tested drivers
- ▶ Safety and risk management practices at core of operations
- ▶ Fully insured to keep your brand protected
- ▶ State-of-the-art framing systems



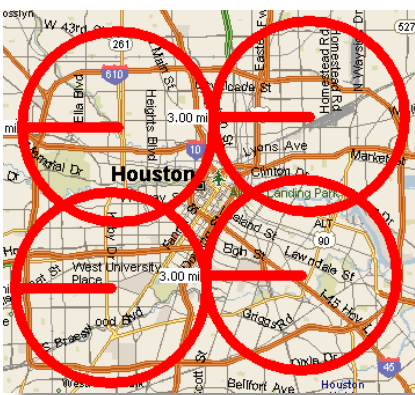
Mobile billboards over-index when reaching a variety of audiences: Hispanic, Asian, black, A16-49.**

***Source: Nielsen OOH Advertising Study, 2019*

INTEGRATED SOLUTIONS

Serve a mobile display ad to the same OOH audience for increased reach, frequency and impact. 48% of us are more likely to click a mobile ad after seeing the same OOH ad*. The channels are complementary to each other; one raises awareness and adds credibility, the other offers an immediate call for conversion.

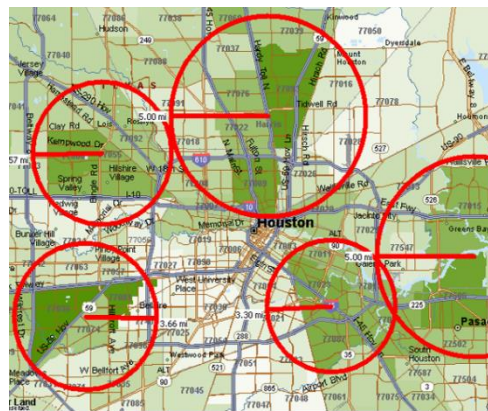
**Ocean & NeuroInsights*



MAXIMIZE COVERAGE

Planning the right coverage in market – or across the U.S. – is key.

Our expert routing specialists will assign the unit(s) to maximize your coverage and distribute the store-to-store share of media appropriately.



REACH KEY AUDIENCES

We can layer in demographic information onto our routes to concentrate exposure to the precise audience you want to reach. For example, the darker green on the map above demonstrates higher Hispanic populations.



CAPITALIZE ON PROXIMITY

We recommend a 3-5 mile radius around key points of interest – such as your stores, competitors or other specific locations. We can tighten the radius around high-traffic areas or special events.