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## Benefits and Statistics

Compelling statistics about the MOBILE ADVERTISING Industry.

Do you know of ANY form of advertising that...

delivers 104,958 IMPRESSIONS for ONLY \$41.65 PER MONTH?

You can't even put an ad in the local newspaper for a week at that amount!

See why Vehicle Graphics Wrap Mobile Outdoor Advertising is 2,520 times BETTER mailers!

Below are marketing research comparisons done by the OAAA (Outdoor Advertising Association of America) and Driving Revenues, a vehicle-advertising firm in Washington.

(Consider the number of impressions made with a \$20,000 advertising investment.)  
A \$20,000 advertising investment buys:

- 8.4 million impressions from vehicle wraps (in ONLY ONE YEAR!)
  - 900,000 listeners reached by radio (10-12 commercials of 30-sec lengths over a 6 week period)
  - 700,000 impressions in one month from billboards
  - 600,000 impressions in two months from 5-7 buses
  - 600,000 households reached in a home-mailing Value Pak type of envelope
  - 20,000 addresses reached with direct mail (such as a single postcard mailer)
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Now consider the cost over a vehicle wrap over varying periods of time.

Assuming the vehicle graphics wrap cost an average initial investment of \$3,000,  
and kept for a full average lifetime of 6 years,  
the company can expect a marketing cost of:

- \$500 per year
- \$41.65 per month
- \$9.61 per week
- \$1.37 per day

#### Benefits of Mobile Marketing and Vehicle Wraps:

- Mobile advertising is the most effective and efficient form of outdoor advertising.
  - Make a powerful impact with a 10-foot graphic up close and personal!
  - Reaches more consumer at a lower Cost Per Thousand Impressions (CPM) than ALL other forms of outdoor advertising.
  - Mobile marketing reaches nearly 85% of people in all income levels.
  - Van wraps are ideal for promoting your company brand, products, services, or events.
  - One vehicle wrap can generate between 30,000 - 70,000 impressions daily.
  - The average vehicle driven 15,000 miles a year will pass in front of nine million vehicles.
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- Fleet vehicle advertising boosts name recognition 15 times greater than other advertising media.
  - 30% of mobile outdoor viewers indicate they base buying decisions on ads they see.
  - The opportunity to reach commuters on highways, city streets, and parking lots.
  - Unlike home mailers - your advertisements are not compared side-by-side to your competitors.
  - Powerful visual messages can target consumers of all ages and ethnic groups.
  - Reach audiences of all ages, gender, backgrounds, income, professionals, and families.
  - Reach high amounts of pedestrian traffic. (often people looking to buy)
  - Mobile flexibility allows you to position your vehicle ad anywhere you want.
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- Mobile advertising media reaches consumers not exposed to newspaper and television.
  - Unlike radio and TV, audiences can't change the channel.
  - Every traffic jam becomes a marketing opportunity.

"Americans spend more time in cars today

than ever before!"

Habits and Statistics of Outdoor Americans:

- 96% of Americans travel in a vehicle each as either a driver or a passenger in the past week.
  - Over 95% of Americans are reached by media targeting vehicle drivers and passengers.
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- The average American has traveled 302 miles in the past 7 days.
  - 35% of heavy commuters come from households earning \$75,000 a year and up.
  - Eight out of ten Americans have walked in a town, city or downtown area, on average 6.1 miles in the past seven days.
  - Transit advertising has grown to be the second largest segment of the outdoor advertising industry in terms of dollars spent (as of 2003) representing 19%.
  - The Outdoor Advertising industry has nearly doubled since 1993 from \$1.19B to \$2.09B in 2003, and still growing..
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- Federal Highway Administration studies forecast a sharp increase in the amount of time spent in personal vehicles and the number of trips per household.
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When comparing IMPRESSIONS made per dollar,  
a vehicle wrap can deliver 2,520 IMPRESSIONS PER DOLLAR spent on advertising!

A full 5600% better than radio!

7200% better than billboards!

252,000% better than postcard mailers!

That's right - 2,520 TIMES BETTER than postcard mailers!

You save over 90% with a vehicle wrap than a billboard advertisement!

Disadvantages of Other Forms of Advertising:

TV - Much too expensive, often ignored.

Radio - Much too expensive, does not target non-driving audiences, can be ignored.

Newspaper - Mildly expensive, does not target non-readers, ads often too small to be noticed.

YellowPages - Mildly expensive, placed among all your competitors, too costly to stand out. Becoming obsolete for many industries.

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Billboard - Expensive and also stationery.

Home-Mailers - Expensive, often thrown away or unnoticed, places your ad among competitors.

Email - Often caught in SPAM filters, or treated as SPAM, expensive and requires decent knowledge of computer technology. Not efficient for certain industries.

Internet Affiliate Marketing - Often expensive and/or poor consumer targeting. Not efficient for certain local businesses.

Online Website - Poor targeting for those without computers, too costly to rank high on search engines. Not efficient for many businesses.

Telemarketing - Costly, terrible conversion rate, poor consumer targeting, and potentially damaging to company reputation.

Car Flyers - Often thrown away, too costly to print in color, cost extra time and money to disperse.

More Advertising Research & Consumer Marketing Information:

[http://www.arbitron.com/downloads/lncarstudy\\_summary\\_outdoor.pdf](http://www.arbitron.com/downloads/lncarstudy_summary_outdoor.pdf)

<http://www.oaaa.org/outdoor/councils/transit.asp>

[http://www.arbitron.com/outdoor\\_companies/transportation.htm](http://www.arbitron.com/outdoor_companies/transportation.htm)

[http://www.arbitron.com/study\\_o/lalifetsyle.asp](http://www.arbitron.com/study_o/lalifetsyle.asp)

[http://www.adcarrentals.com/ARD\\_WhitePaper.pdf](http://www.adcarrentals.com/ARD_WhitePaper.pdf)

[http://www.arbitron.com/outdoor\\_companies/commuterIQP.asp](http://www.arbitron.com/outdoor_companies/commuterIQP.asp)

[http://www.arbitron.com/outdoor\\_companies/travel\\_result.asp](http://www.arbitron.com/outdoor_companies/travel_result.asp)

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