

# MOBILE AD Marketing



## Marketing In A MOBILE Age

amazon Prime TARGET NETFLIX PEPSI Coca-Cola Walmart



**These MEGA-Brands Use AD Trucks**

**The ROAD Ahead (Post Pandemic)**



**MOBILE People + MOBILE Phones +  
MOBILE Ads + MOBILE Trucks +  
Advertising's NEW Reality**

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# IMAGINE...Your Very



# Best ADs

On 100 of These in 10 U.S. Cities

AD More Mobile to Your Media Mix \* Max Reach \* Max Impact

**MobileADMarketing.com**

# MOBILE AD Marketing



AD TRUCKS \* Anywhere USA

Highest Reach \* Lowest Cost

**MobileADMarketing.com**

# The Other MOBILE Media

# MOBILE AD Marketing



## The ROAD Ahead (Post Pandemic)

### Media Post Magazine Headlines...

"Bright Marketing IDEAS can Beat Branding Budgets"

"Post Covid Consumers are Heavily Engaged Again and Looking for NEW Experiences"

"It's Never Been More Crucial for Brands to INNOVATE with Purpose"

"Consumers are Changing Habits as Pandemic Ends"

### Time to Think OUTSIDE The BOX?



### Or Maybe...

### Try a Different Media BOX?



### The Cheapest OOH Media Is Also MOBILE Media.

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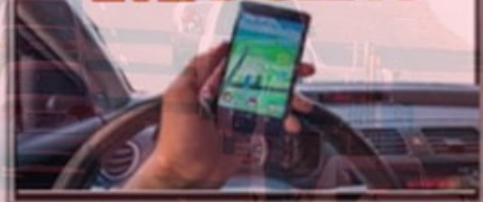


**The ROAD Ahead  
(Post Pandemic)**

**The Cheapest  
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MobileADMarketing.com

**The  
OTHER  
Mobile  
Media**



**These MEGA-BRANDS Use AD Trucks**

amazon Prime TARGET NETFLIX PEPSI Coca-Cola Walmart



**Now Your BRANDS Can Too!**



# The Other MOBILE Media



**TV-STREAM**



**AD TRUCKS can COVER an ENTIRE City.**



**RADIO**



**MOBILE People + MOBILE Phones + MOBILE Trucks = AD Connections**



**NEWSPAPERS**



**AD TRUCKS are Working 5-6 Days a Week. 8-10 Hours a Day.**



**MAGAZINES**



**DIRECT MAIL**



**SHOWS**



**GAMES**



**OOH**



**STATIONARY ADS - VS - MOBILE ADS**



# Mobile AD Marketing



## What Will \$1 Million Dollars of Your ADVERTISING Money Buy?

- 8 - 30 second Ads on Prime time TV.** (Based on \$125,000 sec average)
- 2 - Covers of a National Magazine.** (Based on \$500,000 avg)
- 8 - Full Page Ads in the New York Times.** (Based on \$200,000 avg)
- 10 - Ad Words Campaigns for a year.** (Based on \$100,000 avg per year)
- 18 - Billboards in Los Angeles for a year.** (Based on \$4,500.00 avg per month)
- 50 - AD Trucks for a Year.** (Based on \$2,500 per vehicle per month / 7 - 900 mil. Impressions a yr)

## Key Findings | OOH Recent Study

*(Impact ratings of Mobile Media Trucks scored higher than all other Outdoor Combined - Thibodeaux Res.)*

*In an age of ever-increasing media fragmentation, OOH is more relevant and more powerful than ever. OOH reaches people no matter how they consume their media, making them stop, notice, and buy. No other advertising format is more ever-present, or more creatively versatile.*

*Even though the average consumer spends 70% of his waking hours away from home, only about 6% of all media is spent on OOH.,*

## AD TRUCKS - REACH / IMPRESSIONS

- \* Outdoor Media Reaches 95% Percent of U.S. Consumers, over half the American people on any given day.
- \* Truck Side Marketing offers you the ability to Advertise 8-10 hours a day, 5 to 6 days a week.
- \* 18 million annual impressions generated by a truck in a DMA market of more than 5 million people.
- \* Box-van trucks generate - 6.4 million impressions a yr. The average is around 80,000 Impressions a day.
- \* Typical Semi Trailers travel 125,000 miles a year gaining 24,000,000+ impressions annually per vehicle.
- \* With as few as 5 to 14 AD Trucks in most DMA's you can reach 3% to 50% of the population on a daily basis.
- \* The price of an Ad Truck is 2 to 3 times cheaper than a Billboard. These AD Trucks drive past dozens of billboards a day!
- \* MAM vehicles can achieve 85% reach and 20x "frequency" each month - Advt. Publications Research Corp.

## AD TRUCKS - EFFECTIVENESS / IMPACT

- \* Impact rating of Mobile Media Trucks were higher than all forms of advertising.
- \* Mobile billboard displays boost name recognition 15 X greater than other advertising.
- \* 96% Percent of respondents who felt AD Trucks had more impact than traditional billboard ads.
- \* 98% Percent of respondents who felt truck side ads created a positive image for the sponsor.
- \* 91% of all people notice truck advertising, 75% affect their buying habits from truck advertising - Beverage World
- \* 97% remember Truck Side ads vs. only 19% for Billboards.

*58% of all consumers have gone online as a direct result of seeing an OOH ad.*

*OOH is quickly becoming the most 'converged' advertising media, working seamlessly with social media, mobile and online campaigns - and OOH delivers exceptional ROI. For every \$1 spent, approximately \$2.80 in sales result, compared to only \$2.41 for print and \$2.43 for TV.*

*OOH reaches the most attractive audiences for Advertisers. Consumers most influenced by OOH are 18-49, high-earning, tech-savvy, and mobile, who spend 6-9+ hours per week commuting.*



# "OUR MOBILE UNIVERSE" Advertising's NEW Reality



## Mobile People + Mobile Devices + Mobile ADs + Mobile Vehicles





# American Reboot 2021 (The ROAD Ahead - Post Pandemic)

**Promote Your BRAND with the Same Media -  
Amazon, Pepsi, McDonald's, Frito Lay, Target & Walmart use.**

**\* MOBILE People + MOBILE Phones + MOBILE Ads + MOBILE Trucks = 95% Market Reach.**

- \* OOH Reaches 90-95% of the Population.
- \* OOH has Outperformed ALL Non-Internet Media including TV for the past 6 Years...
- \* OOH Advertising Has Never Been Stronger and still the *Most Cost Effective Form of Advertising.*
- "Marketers are Reaching Consumers in the Physical World in Ways we've Never Seen Before."
- "An incredible 80% of U.S. Marketers say they plan to boost their use of Location Data over the next 2 years."
- "Out-of-Home Advertising is the most Effective Offline Medium in driving Online Activity"
- "CONSUMERS 18-64 Spend MORE TIME with OOH than any other Ad Media except for Television"

**\* MOBILE is the Great Trend in Marketing Today. Digital (Data) + Traditional (Geography)**

- \* Both Mobile + OOH Reach Consumers where they Live, Work, Eat and Spend the MOST Time and Money .
- \* 80% of U.S have Smart Phones. 237 million and rising.
- \* 69% of Mobile Use is done on the Go.
- \* 49% of Website Traffic comes from Mobile Devices.
- \* 49% of Consumers use Mobile Phones for Shopping.
- \* "Out of Home Media continues to deliver More Online Activity per AD Dollar spent compared to Television, Radio and Print (Newspapers and Magazines)." - Nielsen Study

## **After Seeing an OOH Ad ....**

- \* 46% performed an Online Search
- \* 38% took an action on Facebook
- \* 23% took an action on Twitter
- \* 25% took an action on Instagram

## **STATS - AD Trucks (Rolling Billboards)**

**Once Private Fleets Are Now Available to ALL Brands. YOUR Mobile AD Space - Anywhere USA.**

Whether it's AD Trucks in Downtown Chicago or Interstate Routes from New York to Los Angeles - We can Supply Them.

**Our OOH Mobile Media is the Most Cost Effective & Widest Reach Branding Available in America.  
AD Trucks (Rolling Billboards) our Partner Fleets have NATIONAL Reach + Guaranteed Low CPM's**

**We Now Utilize New Multi-Data Technology that has been Revolutionizing the OOH Media Market.**  
(e.g Data Analysis Interfaces with the GPS tracking/Blue tooth with over 400 million Mobile Devices to Provide Campaign Effectiveness and Real Time analysis through the Best New Data Sharing Technology. Geo/Proximity Marketing is the New Trend in American Marketing Combining the Online & Offline Worlds. In the Real Estate world, the word LOCATION Equates to VALUE. With that in mind, it's often more Important WHERE you Advertise than WHAT.



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**Time to Think OUTSIDE The BOX?**



**Or Maybe...**

**Try a Different Media BOX?**



**The Other  
MOBILE Media**



# Our NEW MOBILE UNIVERSE



Advertising's **NEW** Reality

# Brought to you by... MOBILE AD Marketing



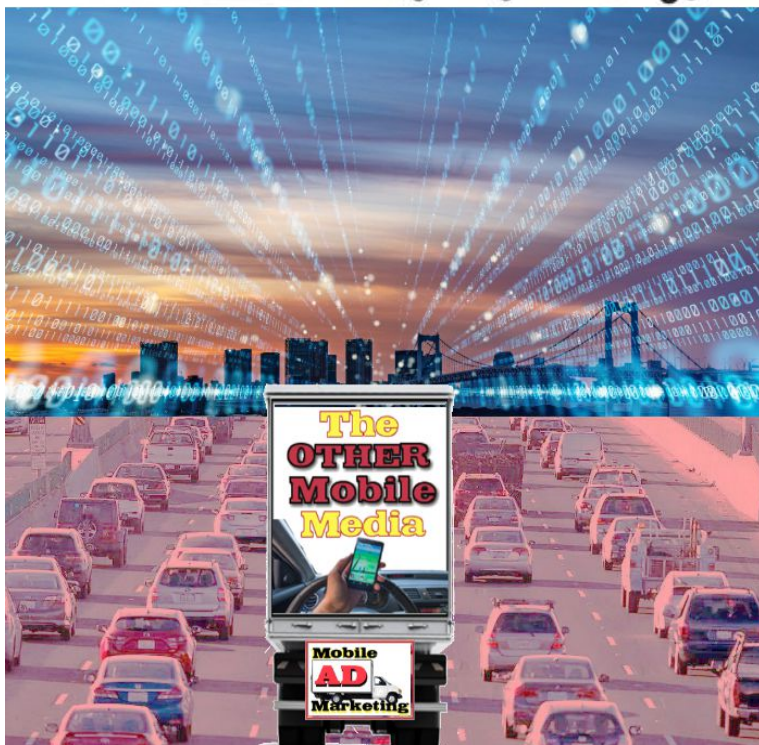
**AD TRUCKS** are Working 5-6 Days a Week. 8-10 Hours a Day.



**MOBILE People + MOBILE Phones + MOBILE Trucks = AD Connections**



**Our NEW MOBILE UNIVERSE**



**AD TRUCKS** can COVER an ENTIRE City.





# U.S. Brands and Franchise Ad Spending | Ad Agency Billings | Industry Contacts

\* 100 Brands spent over One Billion Dollars Worldwide. 40+ spent over 1 Billion in the U.S. Alone.  
 \* Media & Marketing All | U.S. Spending - \$446 Billion | 1,200 Leading National Advertiser = \$155 Bil.

**Top 5 Spenders U.S Market** - 1. Comcast Corp. - \$5.7 Billion | 2. Proctor and Gamble - \$4.4 Billion  
 3. AT&T - \$3.5 Billion | 4. Amazon - \$3.4 Billion | 5. General Motors - \$3,2 Billion

## A Sample List of our Current Agency / Franchise Connections with Client Lists

**Ogilvy | New York | Revenue: \$2.13 billion | CLIENTS - Nestle, IBM, Philips, Merck, LG Electronics, American Express, Nationwide, Aflac, MetLife, Nationwide, Motorola, KFC, Bacardi-Martini, Amazon.**

### David Ogilvy (Ad Agency) Contacts (That have expressed interest in Our AD Space)

Jason Lonsdale - Head of Brand Strategy USA, Ogilvy (New York)  
 Ariel Bernberg - Account Executive at Ogilvy (San Francisco)  
 Shalev Kaiserman - Account Supervisor at Ogilvy & Mather (Los Angeles)  
 Joe Sciarrotta - Deputy Chief Creative Officer, Worldwide at Ogilvy (Chicago)

### Leo Burnett Agency | Rev: \$1.2 billion | CLIENTS - Samsung, Capital One, Allstate, Hallmark, Barclays.

Ashley Goodson - Account Director at Leo Burnett - McDonald's Account (Chicago)  
 Chris Marshall - EVP, Director at Leo Burnett (Chicago)  
 Meredith Maltby - Strategist at Leo Burnett - Coors/Miller Account (Chicago)

### U.S. Franchise Contacts - 770 Million US Franchise Establishments generated a little over \$839 billion. Arby's, Burger King, Domino's Pizza, Golden Corral, Capriotti's, KFC, Pizza Hut, Taco Bell, Wendys etc..

Amanda Israel - Executive Director at Burger King Corporation (Miami)  
 Jamie Krinsky - Sr. Manager, National Media at McDonald's Corp (Chicago)  
 Nancy Ellis - Director -Premium & New Growth - Arby's Restaurant Group, Inc (Atlanta)  
 Emily Jacobson - Associate Brand Manager at The Wendy's Company (Columbus OH)  
 Nigel James - Franchise Op Leader -Yum! Brands - KFC, Pizza Hut, Taco Bell, Checkers, Rallys (Houston)  
 Rami Jabaji - Vice President - North America Branding - NIKE - (Portland)

*And 1,400 more so Far ... Again - We Only Need One Client to Achieve Our Goal. (And pay you back)*





# MOBILE AD Marketing



Dear Investor,

*The World of Advertising is Once again going through a Seismic Shift.*

*MOBILE is the Great Trend in Marketing Today. Digital (Data) Mixed with Traditional (Geography)*

***“When the Entire Nation is now a Mobile One – AD Trucks are a Most Effective OOH Mobile AD Media to Reach American Consumers.”***

**“Our MOBILE Universe” Advertising's NEW Reality.**

Get Our New E-Book [HERE](#) | See Our VIDEO [HERE](#)

**Mobile People + Mobile Devices + Mobile Ads + AD Trucks.**

Consider These Recent MOBILE Statistics

- \* **98%** of U.S. Citizens aged 18-29 are Online & **80%** of Americans have Smartphones.
- \* **Mobile Devices will Surpass TV** as far as time spent in 2019.
- \* **69%** of Mobile Use is done on the Go & **49%** of Website Traffic comes from Mobile Devices.
- \* **80%** of Americans are Online Shoppers & **49%** of Consumers use Mobile Phones for Shopping.
- \* **61%** of US consumers use their Mobile Devices in stores to Compare prices.
- \* **33%** of all Mobile Searches are related to Location.

**OOH & Mobile Stats**

- \* **Consumers Spend 70% of their waking hours away from home, (11 hours on average)**
- \* **OOH Reaches 90-95% of the Population in every Metro Area – So can Our AD Trucks.**
- \* **Consumers 18-64 spend more with OOH than any other AD Media except for Television.**
- \* **OOH Most Effective in Driving Online Activity and Click thru Rates - Nielsen study.**
- \* **A Mobile AD performs 45% Better than a Static Advertisement.**
- \* **Digital Ad Spend Surpasses 50% of Total Ad Spend in U.S.**
- \* **80% of Marketers say they plan to Boost their use of Location Data over the next 2 years.**

***Thanks for Your Time***

***Daniel Sage | CEO***

***Mobile AD Marketing***

***Our Funding Plan is Below...***



***Our 300,000 Mobile AD Spaces are Valued at \$25,000+ a year each.***

***If we sell only 1% (3,000) of our existing Inventory of 300,000 National AD Spaces - At an average of \$2,000 (Per Unit) a month for 12 months - it's \$6 Million a year profit. 10% Sales (of that same Inventory) would be \$60 Million a year Profit.***

***\$100,000.00 - Investment | 200% Return On Investment (ROI) - 2 years. (Equity? Negotiable)***

Investment will be used for Marketing our AD Trucks to the Fortune 1000 Brands for an entire year.

**\* We have No Company Overhead OR production Costs other than Promoting Our Ad Space to the Largest Brands/ Franchises in America. Ours is "The 9th Form of Advertising"**

**\* We have 300,000 Vehicles of every size - From 12 Ft Box Trucks to 53 Semi-Trailers - All across America (200+ U.S. Markets) Available as National Advertising Space.**

**\* We are the ONLY True National Supplier of this form of AD Media -**

**We also have a corner on a Wide Open Media Market, as well as a wide range of Pricing Options.**

**\* NOTE: Our test Market Promo gave us 1400 Linked-In Ad Agency / Brand Connections in 3 months - All desiring Access to this National AD Space. (Cost \$180.00)**

**Mobile AD Marketing** is the Starbucks of Mobile Ad Space. With over 300,000 trucks available coast to coast in virtually every Media Market in the United States, they have amassed a larger and wider network of vehicles than all their competitors combined. It's a marketing tool called "truck-side advertising or vehicle wraps" and some of the most successful companies in America (Target, Walmart, Fed Ex) have employed this promotion method for years. Truck My AD has contractual relationships with massive National Trucking fleets such as Roadway, Yellow, Swift, Trailways, and Greyhound - with new fleets signing up every year - just waiting for the Advertising World to catch up.

## **MANAGEMENT TEAM**

Daniel Sage - Chief Marketing Officer. (Las Vegas, NV)

Scott Campbell - Fleet Inventory and Logistics. (Phoenix, AZ)

Mike Sheldon - Fleet Inventory, Graphic (Vinyl) Prints and Framing. (Seattle, WA)

**Combine...**

**1. A U.S. Advertising Expenditure of nearly \$200 Billion Dollars . (OOH \$7.5 Billion)**

**2. With Nearly 80 percent of all U.S. that relies on Trucks to deliver most consumer goods.**

**3. With 130 Million Daily Commuters - and you have more an Effective Advertising Tool than any other - AD Trucks are the Mobile Media that American Advertisers needs now!**

## **AD SPENDING STATS**

\* Hundreds of American Companies are spending \$5 to \$500 million a year on Advertising.

\* Current Outdoor Media Spending (OOH) 5% = \$8.5 Billion per year.

\* 770 Million US Franchise Establishments generated a little over \$839 billion in output last year.

\* The Average Franchisee Owner spent \$87,000 on Marketing in the past 12 months.

**Our 6 month Goal is 50 - 100 National AD Trucks. | Our 1 year Goal is 200 National AD Trucks.**

**Our 5 year Goal is 500 - 1,000 National AD Trucks. Revenue Estimate is \$20 - 30 million.**

**MAIN REVENUE - AD Trucks {16' - 53' footers}**

Our Main Income comes from the \$2,000.00 - \$3,000.00 Per AD Truck per month. (Gross)

100 AD Trucks = \$200,000 - \$300,000.00 per month. (Gross) = \$250,000.00 (Avg Total per mo)

\$250,000.00 X 12 months = \$3 Million for 100 Ad Trucks for 1 year.

1/3 goes to Truck Fleets = \$2 Million Net

**Mobile Billboards Revenue | From Other Media Broker Partnerships. 20% or more.**

\$1000.00 - \$1500.00 per day average for Mobile Billboards. (LED and Static) Our cut - \$200- \$350 a day.

**Daniel Sage | CEO - Mobile AD Marketing | Las Vegas, NV | 512.633.7214**





# Mobile AD Marketing

## PACKAGES #1} 100 AD Trucks | 7 Metro Areas | Total Population (7 Cities) = 27+ Million

U.S. City Metro Area	Population 18+	Population Density (per sq mile)	Number of AD Trucks	Campaign Total Impressions Estimate
New York City, NY	9,378,894	28,317	20   25	420 Mil.   525 Mil.
L.A. & Long Beach, CA	10,451,893	8,484	20   25	420 Mil.   525 Mil.
Chicago, IL	2,716,450	11,900	10	96 Million
Houston, TX	2,312,717	3,613	10	60 Million
Phoenix Arizona	1,626,078	3,120	10	60 Million
Philadelphia, PA	1,580,863	11,683	10	60 Million
Denver, Colorado	704,621	4,521	10	60 Million
<b>TOTALS</b>	<b>27 + Million</b>	<b>7,570 (average)</b>	<b>100 - 110</b>	<b>1.2 - 2+ Billion</b>
<b>PACKAGE #2</b>	<b>10 Metro Areas</b>		<b>100 AD Trucks</b>	
Portland, OR	591,044	4,793	10	60 Million
San Diego, CA	1,311,583	4,325	10	60 Million
Dallas, TX	1,216,337	3,866	10	60 Million
Atlanta, GA	434,900	3,539	10	60 Million
Tampa, FLA	340,692	3,326	10	60 Million
Cleveland, OH	383,109	4,965	10	60 Million
Charlotte, SC	759,698	2,757	10	60 Million
Austin, TX	825,740	3,031	10	60 Million
Milwaukee, WI	586,938	6,186	10	60 Million
Indianapolis, IND	827,336	2,366	10	60 Million
<b>TOTAL 10 Cities</b>	<b>6.5+ Million</b>	<b>3,700 (average)</b>	<b>100</b>	<b>324 Million Imps.</b>

**THE FORMULA | IMPRESSIONS** (All based on hourly/ daily Impression rates and population/density)

**TOTAL CAMPAIGN IMPRESSIONS (25 AD Trucks X 6 Mo Campaign) = 525 Million** (L.A. And New York / New Jersey only)

**TOTAL CAMPAIGN IMPRESSIONS (20 AD Trucks X 6 Mo Campaign) = 420 Million** (L.A. And New York / New Jersey only)

**TOTAL CAMPAIGN IMPRESSIONS (10 AD Trucks X 6 Mo Campaign) = 96 Million** ( Chicago, Dallas, Boston, Philadelphia)

**HIGH Density Metro Area (25 Ad Trucks)**

1 AD Truck = 25,000 Impressions per hour X 8 hours = 175,000 per day.

175,000 X 5 days a week = 875,000 a week. | 875,000 X 4 weeks = 3,500,000 | 3.5 Million a month

3,500,000 (3.5 Mil) X 25 AD Trucks - 87,500,000 | 87.5 Million IMPRESSIONS

**87,500,000 X 6 months - 525,000,000 | 525 Million IMPRESSIONS**

**HIGH Density Metro Area (20 Ad Trucks)**

3,500,000 X 20 AD Trucks - 70,000,000 | 70 Million IMPRESSIONS

**70,000,000 X 6 months - 420,000,000 | 420 Million IMPRESSIONS**

**LOW Density Metro Area (10 Ad Trucks)**

1 AD Truck = 10,000 Impressions per hour X 8 hours = 80,000 per day.

80,000 X 5 days a week = 400,000 a week. | 400,000 X 4 weeks = 1,600,000 | 1.6 Million a month

1,600,000 X 10 AD Trucks - 16,000,000 | 16 Million IMPRESSIONS

**16,000,000 X 6 months - 96,000,000 | 96 Million IMPRESSIONS**



# **The Last Captive Audience In America (Is In The Vehicle Next to You)**

## **Marketing To A Mobile Age | Part One**

For Brands and the Agencies that represent them – what may seem obvious – is that the most valuable prospects are those with jobs and careers – the ones that head out into the world to earn, live and spend. They are nearly half of America on any given business day. The worker bees of any community - all heading for the hive to begin the days labors - the blood flow of the communal body. Shuffling to and from work or school, shopping, dining, dropping kids off, picking kids up, running errands, seeing doctors, mechanics, movies, shows, biking, walking, etc. - greasing the wheels of U.S. commerce. The consumer half of a society that would grind to a halt without their contributions. This employed person would seem to be a most esteemed and targeted group – I would call them a high quality lead in the sales world.

***And yet - the underlying paradox has always been - Why does a Medium that reaches nearly 95% of the Population Receive only 5% of the Ad Spending?***

While I do understand the enticement that the digital world offers as far as a mathematical precision of targeting and engagement and measurement - tracking tools the traditional mediums simple ROI equation could never satisfy - I do not understand the chasm in spending when the Reach Factor is so Vast for OOH.

## **The OTHER Mobile Media**

The American Commuter now has the entire Media world within hands reach – all digitalized for easy access – From your Smart Phone - you can Stream TV, Videos and Radio, Surf the Web and Read the News, Email, Locate a Business, find Apps for anything, purchase anything, check your social media and your home security camera – an entire universe all rolled into a hand held device - a Mobile Phone is the now the connecting tissue for all the other Mediums.

All the while – 70% of the time is spent away from home. The commuter drives 135 miles a week and spends some 18 hours on the road. The only other medium that commands as much time is TV watching. So whether driving or riding, walking or biking, catching buses or trains, OOH is the all encompassing environment the daily commuter spends a great deal of time in. Not only that – that same person is looking for distraction or stimulation to break up this routine. It only makes sense to capture an audience looking to be entertained. This is the perfect reason to embrace a new kind of AD Medium – One that results in Maximum Impressions as well as Maximum Impact.

***Imagine If Every Fed Ex, UPS or Walmart Truck you saw Today had your Brands AD on it?***

And imagine a small fleet of these Ad trucks permeating the city or metro area you live and work?

## **Vehicular Marketing | What are AD Trucks and Where do they come from?**

Trucks deliver 70-80% of all goods in America. 15 million commercial trucks operate throughout every corner of this country every minute of the day delivering products to every conceivable kind of business. They cover nearly 600 billion miles and transport over \$900 billion worth of manufacturing and retail goods a year. We drive next to them on freeways and see them parked at the mini malls, fast food chains, retail outlets, clothing and furniture stores, Walgreens and 7-11s. They are working 8-12 hours a day 5-6 days a week, making 10 -15 stops in a typical days run. The majority of these trucks are basic white or bear a simple fleet emblem. The remarkable thing for the advertising world is that many thousands of these 3<sup>rd</sup> party vendors are now open to promoting the very Brands whose products they drop off each day, adding a new fluid dimension to the advertising industry. That's the powerful option the Advertising World is now becoming aware of. A recent WARC Study finds that adding OOH to other media can increase Reach up to 300%.

AD Trucks can act as reinforcement for all other Ad Messages - whether Radio ads, Banner Ads, Streaming TV or Video ads, Magazine and Newspaper ads or any OOH media including Billboards. Mobile Billboard meets Mobile Phone in mobile world constantly in motion. What could make for a better Media partnership?



# Our NEW MOBILE UNIVERSE



**+**  
**MOBILE**

**The Other MOBILE Media**

**MOBILE**



**MOBILE People +  
MOBILE Phones +  
MOBILE Trucks =  
AD Connections**



**Our NEW MOBILE UNIVERSE**