

FAQ ABOUT MOBILE ADVERTISING

Are Mobile Ad Memorable ?

Mobile Ad Messages have a 97% recall rate (Source: Transportation Advertising Council of America)

96% of respondents said mobile advertising is more effective than traditional outdoor advertising (Source: Perception Research Services)

Drivers are busy paying attention to the road. Do they actually look at the ads ?

Mobile ads generate 2.5 times more attention than a static billboard (Source: Perception Research Services)

How many impressions per day will an Outdoor Mobile Ad Service Receive ?

Individual vehicle advertising generates 30,000 to 70,000 [larger cities] daily vehicular impressions (Transportation Advertising Council of America)

Aren't people too busy to actually be in their cars all of the time ?

76% of respondents stated they are spending the same or more time in their vehicles than the previous year (Source: Perception Research Services)

It's clear people see the ads, but does it impact their shopping behavior ?

30% of mobile outdoor viewers indicate they would base a buying decision on the ad they see (Source: American Trucking Association)

Mobile Advertising isn't used too often. What does the industry's future look like ?

Alternative out-of-home advertising is one of the fastest-growing media segments, expanding at double-digit rates every year from 2001 to 2006, with a compound annual growth rate of 22.6% for the period, according to PQ Media. (Source: PQ Media, "Alternative Out-Of-Home Media Forecast 2007.-2011)

Is Outdoor Advertising suppose to replace my newspaper, radio, and TV ads ?

*Outdoor media plays a vital role in the media mix by reaching consumers missed by other media and enhancing the exposure of other media. **Outdoor media reaches those Americans not exposed or only lightly exposed to newspaper and local television news.** Outdoor media and radio are complementary as consumer exposure to both Outdoor and radio grows in locked step. (Source: The Arbitron Outdoor Study: Outdoor Media Consumers and Their Crucial Role in the Media Mix)*

I would like to leave you with this final thought quoted from Jon Mandell of MediaComm International. *"All media, except out-of-home has become completely avoidable. Out-of-home is there, it's everywhere! You can't turn it off, throw it away or click to the next page. It's on your way home from school, from soccer practice. It is the last thing you see before going into that supermarket. It's the definition of top-of-mind awareness. Every year, more Americans spend more time behind the wheel. This means more exposure to out-of-home and less to other media"*