

MOBILE OUTDOOR ADVERTISING

Research & Statistics

While mobile billboard advertising has not been around very long, the research is in and overwhelmingly positive. With Mobile Media marketing campaigns, you have a proven system that generates targeted traffic to your potential customers. Read the following excerpts and case studies for more information about this unique way to capture your customers' attention and build brand loyalty.

Perception Research Studies, in a study commissioned by the **Outdoor Advertising Association of America** (www.oaaa.org), found that:

70% of boards within the passenger's field of vision were examined. Of this group, 63% of boards are likely to be read.

26% of respondents stated that advertising would influence their purchase decision.

**When it came to Tri-Action signs it was found that:
91% of passengers examined the Tri-Action, with 87% likely to read the message.**

In their study on mobile advertising, 3M found that 91% of the target audience noticed text and graphics on truck advertising.

Market research conducted by the Transportation Advertising Council Of America and published in the July 2002 issues of Outdoor Advertising magazine revealed that ad messages on outdoor mobile billboards have a 97% recall rate, and that 96% of respondents said mobile is more effective than traditional outdoor advertising.

As reported in the *Sings of the Times* October 2000 issue, transit messages affixed to moving vehicles are becoming increasingly popular among outdoor advertisers due to "the constrained message processing time and variety seeking customers"

-Outdoor Advertising: The Brand Communication Medium of the 21st Century

A study in the beer industry measured consumer awareness and sales between static and moving billboards. Respondents recalled the static billboards 43% of the time, however, 94% of the respondents recalled the moving billboards. In addition, 80% recalled the specific advertisement. Of even greater importance, static billboards resulted in an increase of sales of 54%, but moving billboards resulted in an increase of sales of 107%.

- Product Acceptance and Research, Inc. Washington, D.C.

Messages on outdoor mobile billboards have a 97% recall rate.

- RYP & Becker Group

Approximately 80% of all consumers are out of the home during the majority of the day from 9am to 3pm.

- Simmons 2002 Fall Study

Studies show that 96% of the viewers of mobile outdoor advertisements say they have more impact than a static billboard.

- *American Trucking Association Study*

The advertising effect of being on one side of a Tri-Action sign is 4.3 times better than being on a static sign.

- *Capital Communications Group*

Approximately 30% of mobile outdoor viewers indicate they would base a buying decision on ads they see.

- *American Trucking Association Study*

Mobile Advertising Test Case:

Case Outline: The Association of Mobile Advertising (AMAC) recognized the need for independent research to evaluate the effectiveness of mobile advertising, which could be made available to clients and agencies. To evaluate the effectiveness of mobile advertising AMAC developed a bogus campaign. The campaign advertised a fictitious brand of dog food - Boomerang - which was invented solely for the purpose of the evaluation exercise, and importantly, it was a brand that the general public had no prior knowledge of. The campaign was "launched" during the week beginning 22nd May. Three mobiles were involved in the campaign and each mobile carried a double-sided advertisement for Boomerang dog food. AMAC wanted research to assess the effectiveness of mobile advertising in terms of measuring the level of awareness of boomerang amongst residents.

Executive summary: The mobile advertising campaign was very effective in promoting awareness of boomerang amongst respondents. At the most optimistic scenario awareness of boomerang increased from 0% to 32% amongst those who were interviewed. Evidence suggests that awareness of the mobile advertising for boomerang tended to be higher amongst males and respondents aged between 18 and 34.

There was a high proportion (74%) amongst those who were aware of the advertisements that correctly associated the boomerang advertisement with mobile advertising. Analysis has shown that respondents have also been able to accurately recall elements of the advertisement including slogans and product information. And all of this was for a fake company!