# **\_EDTRUCK** OUTDOOR ADVERTISING 2.0

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2022-2023

## A DOUT US

#1 Source of Mobile Digital Billboards Nationwide.

- We execute outdoor advertising nationwide.
- We manufacture our own LED Trucks.
- We are the only agency in the US that can commit to handling logistics for multiple trucks in multiple cities.
- We provide comprehensive performance metrics for your OOH advertising campaign with streamlined reporting insights and raw audience data.
- We deliver an excellent customer service by going the extra mile in making sure the client is happy and satisfied with his campaign.
- We have the ability to perform experiential campaigns.

#### **DID YOU KNOW THAT**

A DIGITAL BILLBOARD TRUCK CAN CAPTURE ON AVERAGE BETWEEN

300 - 500k

**IMPRESSIONS ON AN 8- HOUR SHIFT** 

#### **1.** Large eye-level visibility.

LED Trucks connect with your audience by placing unmissable messages in their path because nobody can miss a 22-foot truck with extra large LED video screens and audio.

#### **2.** Hyper-targeted ad & Hyper-local audience.

LED Trucks are location-based. They are perfectly suited to a specific message that make your consumers feel more acknowledged. The same hyper-targeted ad can be activated in multiple markets simultaneously.

#### **3.** Increase your brand awareness.

#### **5 REASONS WHY**

## Vous nous consider

### LED trucks in your marketing mix

According to a recent Nielsen report, 65% of viewers engaged in actions after seeing a digital billboard ad such as searching for an advertiser or visiting their website, visiting the store or restaurant, and visiting or posting to social media.

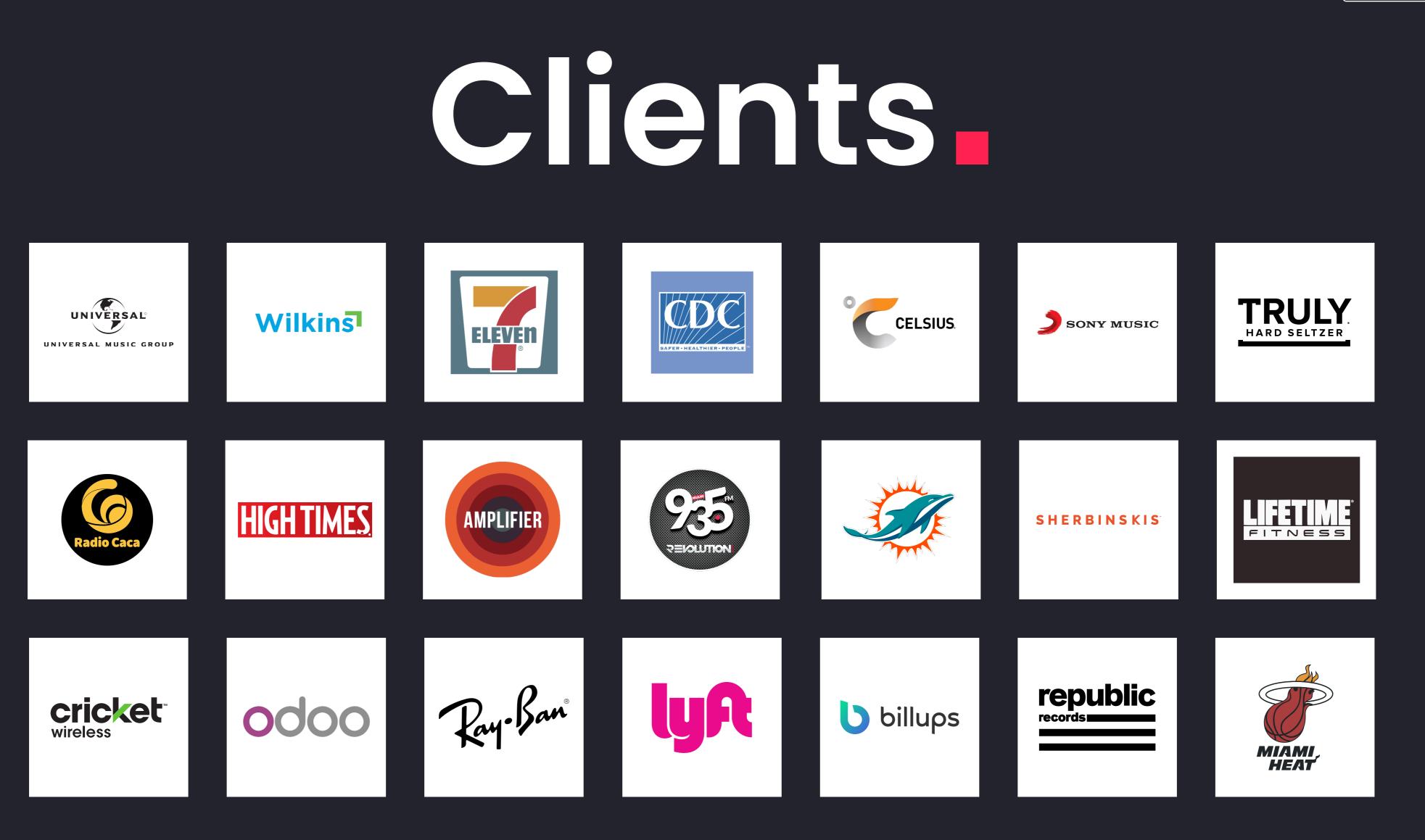
#### **4.** Capture and engage with your audience.

LED Trucks can provide a truly immersive brand experience in ways that other media simply can't. Interact with your audience on the spot with branded interactive games, live streaming, and create memorable experiences that make your brand unique.

#### **5.** Cost-effective advertising.

Renting an LED truck isn't as costly as you might expect. In fact, it is more affordable and with better results than renting a traditional billboard space. Send us an email or give us a call for a quote.

LEDTRUCKMED



### **AVCICDE** nationwide



**LEDTRUCK**MEDIA

Advertisina

Nationwide

LEDTRUCKME

and unbranded

### Specs & capabilities

Our LED Trucks are equipped with state-of-the-art technology that not only lets you play video images, but gives you the flexibility to do much more like :

- Gaming consoles
- Interactive games (eg. roulette)
- Live streaming
- Live drone feed
- Go Pro camera
- iPhone screen mirror
- Social media stream

Also, all of our trucks are black and unbranded to give you maximum transparency.

SIDE SCREEN Size: 11.5' x 6.5' Pixels: 1280 x 720 Format: MP4 , MOV or JPEG

GPS tracker for report **BACK SCREEN** Size: 6.5' x 6.5' Technology to Pixels: 720 x 720 collect data Format: JPEG or PNG The truck is black Powerful

speakers

**DON'T WAIT FOR THE CUSTOMER TO DRIVE BY** YOUR AD WHEN YOU CAN **DRIVE YOUR AD TO THE** CUSTOMER

### Data driven campaigns for maximum results

#### **1.** We help you plan your campaign.

By using real-time audience measurement technology, capable of analyzing thousand of consumers profiles, we can identify the most strategic route based not just on location but also demographics, interests, and additional location data insights.

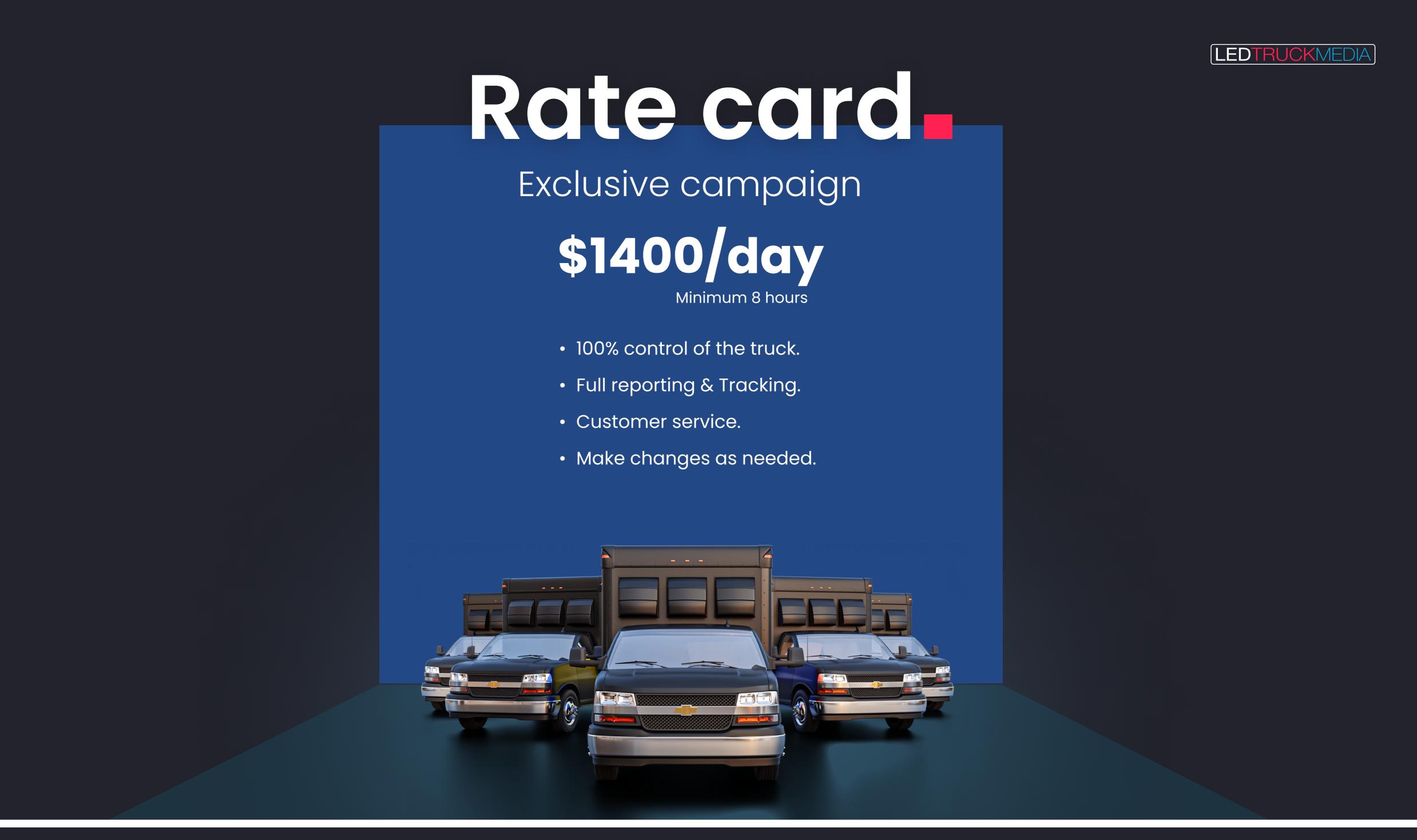
#### 2. We provide Proof-of-Performance (P.O.P.)

During your campaign, your dedicated team will be sending you updates of your campaign, providing with real-time pictures, and even suggesting changes to optimize your campaign.

After completing your campaign, you can request your report with GPS, campaign gallery and major audience key metrics collected during the campaign including : impressions, demographics, and behaviour information. Ask us for a sample of our report.

#### **3.** Optimize your campaign.

On demand raw data from mobile devices can be provided and utilized for retargeting purposes on social media. You can maximize your impact on your target audience by combining targeted outdoor advertising with a social media campaign.

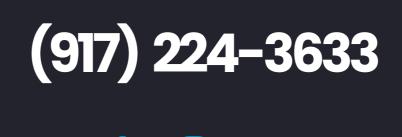


#### # O O H 2 P O I N T O

#### LEDTRUCKMEDIA

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