



LED OP! Advertising

Introduces:

Mobile Digital Out Of Home Advertising (M-DOOH)
"We enhance your business visibility"

Why use LED Mobile Billboards

You want an advertising campaign that must evaluate demographic preferences, consumer wants and needs, and carrier costs to determine if it makes sense to invest into this type of advertising.

We live in a world of instant gratification. If a song, podcast, or digital ad shows up on our smart devices, we simply hit select or swipe away to something we like better. For the customer, this is a convenient feature, but if you're a brand or business trying to promote your products, it is often easy to get lost in the mix.

A simple (and effective) solution to ensuring your brand attracts new and recurring customers is through LED Op! Advertising.

The Main and best reason to use our Service is that our ads are Measurable.

Through sophisticated software we are able to measure running ads on different points and generate data that is needed to determine if an ad has been successful.

Top Reasons Why LED OP! Advertising service Works:

- 1 More Brand Recognition
- 2 Easily Reach Larger Audiences
- 3 More Advertising Options - Highly Customizable
- 4 More "Foot" Traffic
- 5 Target Specific Audiences and Areas
- 6 You Can't Click or Turn Away from Mobile Billboard Advertising
- 7 Attention Grabbing
- 8 Cost Effective
- 9 More Control
- 10 More Reward



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1

Smart Digital advertising on the side of Busses helps get your brand's message to more people, in less time. Let's face it; it's hard to ignore a 15 ft mobile billboard headed in your direction with your favorite brand promoting its new product. Mobile billboards on trucks allow more people to see your brand, more often, thereby improving brand awareness and recognition in more places.

2

A downside to some other types of marketing and advertising is that it tends to only reach an area close to the business or only reaches a small audience. For example, a print advertisement will only reach people who read the newspaper. Internet ads and videos will only reach people who have Internet access and go onto particular sites. With mobile billboard advertising, you'll be able to reach a much larger audience. The buses will be constantly moving around high traffic areas with your ad showing. This will expose many more people to your ad and your business. You can cover an entire city and reach people you would never have with other types of advertising.

3

Thanks to new advances in technology, mobile advertising doesn't mean static mobile billboards. Now, you have the option of choosing LED mobile smart-billboards that can feature videos, images, gifs—you name it; giving you more creative freedom to promote your brand and engage your shoppers!

4

Digital mobile advertising is all about targeting your customers at the right time. In most cases, they're already en route to their next destination. But if they see one of your digital mobile billboards just outside your store's entrance or cruising near a local retailer that sells your brand, the point-of-purchase experience increases exponentially!



5 Target Specific Audiences and Areas

5

Another great advantage of mobile billboard advertising is you'll be able to target specific audiences. You will be able to plan the exact route the vehicle takes; you can make sure it will hit a certain area based on some key factors:

- High-Traffic Areas
- Specific Socioeconomic Areas
- Target Neighborhoods
- Areas of Target Businesses
- Events, Conferences, or Conventions

With static billboards or even Internet ads, you don't have as much control as you do with mobile billboards. Mobile billboard advertising can target specific people at specific times to maximize the ad's effectiveness and exposure.

6 You Can't Click or Turn Away from Mobile Billboard Advertising

6

Many types of advertising are easily avoidable by consumers. You can mute commercials on TV, turn the page in a magazine or newspaper, and click away from ads online. In fact, Internet ad blocking has risen 90% in just one year.

Mobile billboard advertising, however, is practically unavoidable. Consumers won't be able to easily navigate themselves away from a mobile ad like they can for a static billboard or a printed advertisement. You can use regular poster panels, or you can try using an LED mobile billboard to really catch the attention of your target audience. People are constantly seeing advertisements, and a mobile billboard is a unique way to get their attention and keep it.

7 Attention Grabbing

7

Mobile billboards are viewed by 95% of people with a 91% recall rate. They also generate 2.5 times more than a static billboard. Mobile billboards can't be turned off, fast forwarded, thrown out or ignored.



Top Reasons Why LED Op! Advertising service works:

8 Cost Effective

9 More Control

10 More Reward

8

Many forms of advertising can be extremely expensive, many of which aren't feasible for businesses on a budget. With newer methods of advertising, like social media marketing, it is hard to track and prove the ROI, which can be an issue. If you're spending the money, you want to be able to make sure the investment is worth it. It is less expensive to set up mobile billboards than most other forms of advertising, including:

- Stationary Billboards
- Printed Advertisements
- TV Commercials
- Radio Commercials
- Sleeve for Car/bus

In a tough economy, choosing cost effective advertising methods is a must. But you don't want to sacrifice effectiveness for a cheaper price. With mobile advertising, you won't have to.

We already mentioned that mobile billboards are great for ad recall, and they're also shown to increase sales by 107% compared to only 54% for static billboards, according to a study by [Product Acceptance and Research, Inc.](#) For a cheaper price, you'll be getting an excellent, effective form of advertising that has been shown to increase sales.

9

One of the greatest advantages of digital mobile billboards is having the control of where and when you want your ads to show up. This allows you to put all that digital marketing strategy to better use. If you know your target audiences' age, demographic, and location, you're better equipped to advertise in the right places on the right time, drawing in even more customers. And through shadow fencing we are able to pinpoint and funnel your message better.

10

More research and studies on the impact of digital mobile billboards continues to demonstrate that this type of DOOH ad campaign strategy is an effective, cost-savings solution for brands to promote their products and services. Referring back to the example of using other ad campaigns, such as digital ads for smartphones and devices that can get ignored or easily swiped away, mobile billboards offer a higher reward and return on your investment.



Rates & Packages

**prices starting at. Depending on hours marketing assist is needed.*

Basic A ANG 625

280 Views per month
25% Discount

Assist A ANG 749*

280 Views per month
Marketing Assist
25% Discount

Basic B ANG 1388

700 Views per month
25% Discount

Assist B ANG 1499*

700 Views per month
Marketing Assist
25% Discount

Included Services LED Op!

- ✓ Views per month
- ✓ Coverage whole island
- ✓ Measurable ROI reports on ads
- ✓ Marketing Assistance if required

All packages include following EXTRA FREE services:

- ✓ Possibility to change your content at any time
- ✓ These prices are based on views of 15 secs in prime-time hours:

Monday - Friday 07:00 - 09:00 | 12:00 - 14:00 | 17:00 - 19:00

Saturday 08:00- 10:00 | 12:00 - 14:00 | 17:00 - 19:00

Sunday 07:30 - 10:00 | 16:00 - 18:00

Discounts & High buying packages are available



Rates & Packages

**prices starting at. Depending on hours marketing assist is needed.*

Basic C ANG 2738

1400 Views per month
25% Discount

Assist C ANG 2850*

1400 Views per month
Marketing Assist
25% Discount

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Screen Specs

Digital Out of Home Advertising, or DOOH, continues to gain more traffic (literally) than newspaper and magazine print ad campaigns, as well as commercial advertising.

According to an article in [OOH Today](#), "Global spending on outdoor advertising will outpace ad spending on newspapers for the first time ever in 2020." Reach your customers where they live, work and commute!

Packages start as low as ANG 625.00 for 280 views per month.

LED us know your needs for a tailored quotation.



Pixel Resolution:	1664 x 832
Aspect ratio:	2 x 1
Pixel pitch (mm):	4.8 mm
Brightness (cd/m2):	6000
Contrast ratio:	<1/10,000

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