

2023/2024



# Success Stats.

Effectiveness Statistics.



 **NATIONWIDE COVERAGE.**



**LARGEST FLEET  
IN THE USA  
WITH OVER**

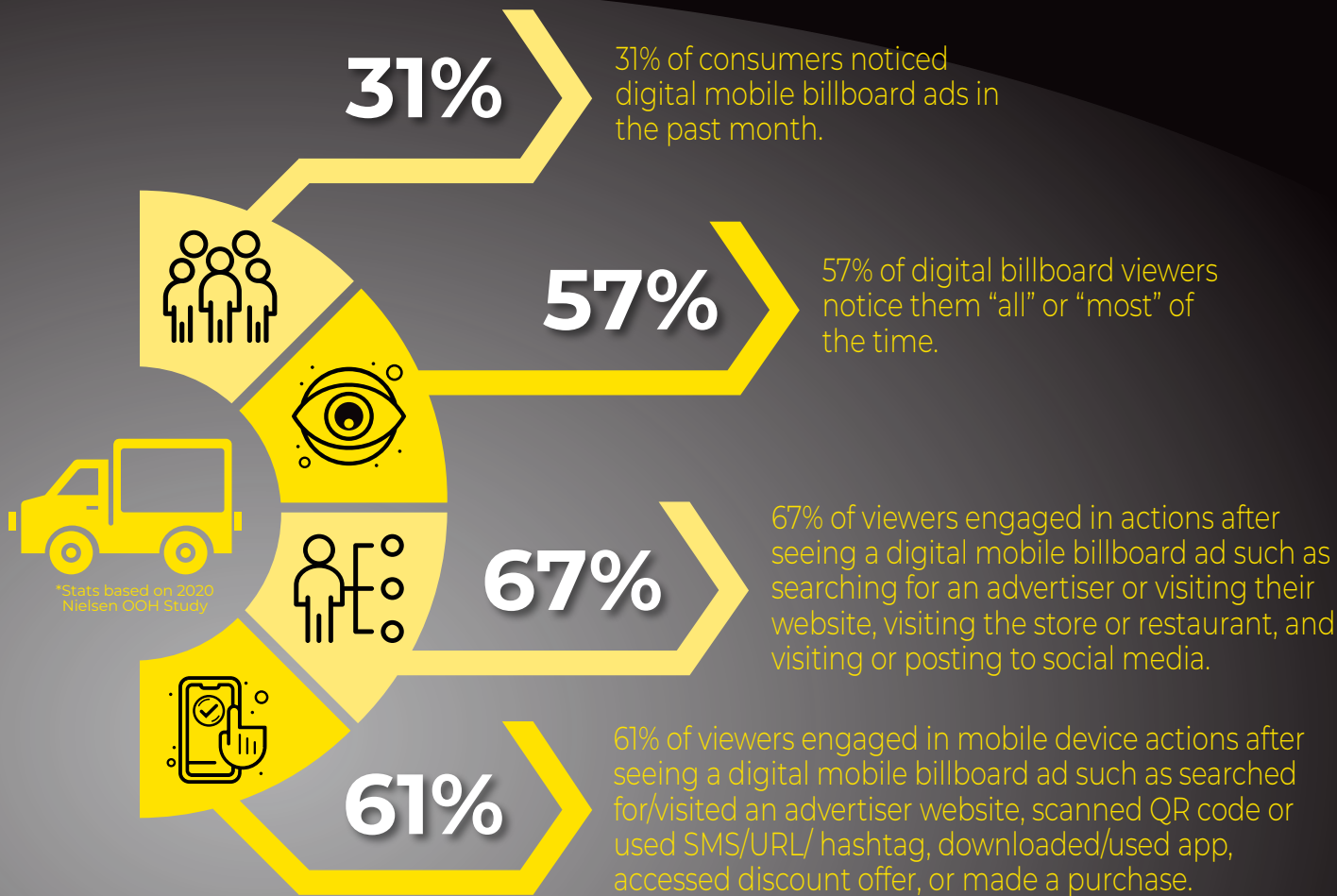
**100  
TRUCKS  
AVAILABLE.**



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# Mobile LED Billboard Trucks engage consumers and drive action.

Mobile LED Billboard Trucks engage consumers and drive action by using eye-catching graphics and targeted messaging. They can reach a larger audience by moving to different locations and create a sense of personalization that resonates with viewers. Their impact makes them a compelling way to promote products, raise brand awareness, and encourage consumers to take action.



**52%** **Noticed** MOBILE DIGITAL BILLBOARDS with **directions to a retail location**

**69%** After seeing MOBILE DIGITAL BILLBOARD immediately **visited the retail location**

**98%** During visit to retail location seen in MOBILE DIGITAL BILLBOARD **made a purchase**

# How we compare.

	WHITE	BLACK	HISP-ANIC	ASIAN	A16-24	A18-34	A18-49	A25-54	A55+	HHI \$100K+
Roadside Billboard	99	104	104	105	107	108	105	105	92	109
Poster	91	123	117	143	138	136	115	100	87	117
Digital Billboard	98	98	107	124	109	107	107	107	89	115
<b>Mobile Billboard</b>	<b>78</b>	<b>170</b>	<b>174</b>	<b>215</b>	<b>211</b>	<b>178</b>	<b>137</b>	<b>104</b>	<b>56</b>	<b>100</b>
Bus Shelter	85	133	136	172	167	146	118	97	77	115
Side of Public Bus	93	124	120	136	120	120	113	104	89	111
Taxi	84	148	148	187	155	145	116	97	87	113
Wrapped Vehicle	102	91	105	106	102	97	97	97	103	111
Commuter Rail/Subway	73	180	193	233	213	207	140	113	47	113
Airport	81	150	169	175	156	169	125	106	75	138
Street-Level Advertising	95	114	119	154	124	127	105	97	95	127
Place-Based Printed Signs	98	100	111	93	114	107	100	96	100	111
Place-Based Video Screens	96	109	129	129	129	120	109	102	87	120
Shopping Mall	88	137	139	139	151	139	120	105	78	122
Movie Theater	84	161	161	148	165	158	132	116	61	103

**Mobile billboards over-index in performance to engage multiple audiences in comparison to other OOH media formats.**

The Nielsen OOH Advertising Study, 2019 Edition, reported that mobile billboards have a high recall across many segments.



TABLE: Out-of-home media noticed in the past 30 days, indexed. U.S. Total base = 100

# Mobile LED Billboard Truck advantages to other common OOH formats:

## Static Billboards



Placement choice based on preset locations only



Can cover one or multiple locations in one campaign ✓



Ideal locations have long wait lists



Can access area's where static OOH is not available or sold out ✓



Demographic is broad stroke and not guaranteed



Can be targeted and go directly to your target market ✓



Includes only one artwork per campaign



Multiple artwork can be rotated in static, video & audio formats ✓

## Transit



Ad space is shared with multiple advertisers



Ad space is always exclusive to your campaign ✓



May not be available in all markets



Available in all major markets with mobility to reach any US market ✓



Artwork cannot be easily updated



Artwork errors can be updated in timely manner at no extra charge ✓



Redundancy of campaign can discourage consumer



Targeted to custom routes & timelines and encourage engagement ✓

## Mobile LED Billboard



Quality matchmaking takes your message to your precise audience with customized and strategic routing

Intersect consumers directly along path to purchase with incredible eye-level visibility that breaks through the clutter

Inventory is available anywhere in a market and in multiple markets

Ability to go where other OOH is scarce

Advertiser doesn't need to share the media space with any other advertisers; both sides of unit are fully dedicated to your brand

Flexible flight lengths for short or long-term campaigns

# Impressive daily impressions.

Drive your message to thousands of potential customers with our mobile LED digital billboard trucks. Our cutting-edge advertising technology employs traffic counts and the daily effective circulation (DEC) metric to estimate the number of unique consumers within your target audience. Your message will reach countless customers every day!

Equation: People Per Minute (PPM) x 60 min (1hr) x 8hrs (1 day)

## HIGH

Populated Markets  
1000 PPM



(Market example: NYC, Chicago)

$1000 \times 60 = 60,000/\text{hr} \times 8\text{hrs} =$

**480,000**

Impressions/day (8hrs)

## MID

Populated Markets  
500 PPM



(Market example: Miami, L.A.)

$500 \times 60 = 30,000/\text{hr} \times 8\text{hrs} =$

**240,000**

Impressions/day (8hrs)

## LOW

Populated Markets  
200 PPM



(Market example: St. Louis, Detroit)

$200 \times 60 = 12,000/\text{hr} \times 8\text{hrs} =$

**96,000**

Impressions/day (8hrs)

# Stats & studies.

“In a study of measured consumer awareness and sales between static billboards and mobile billboards ... static billboards resulted in an increase of sales of 54%, but **mobile billboards resulted in an increase of sales of 107%!\***”

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

“Billboard displays using motion have been determined to be the **most effective advertising** in both product sales and consumer awareness.”

– The Point of Purchase Institute

“A study that advertised a fictitious brand of dog food in which three mobile trucks carried double-sided posters touting the Boomerang brand were deployed. **Awareness increased by up to 32 percent** among those surveyed and more than 70 percent associated the brand with mobile advertising,... on a brand that didn't exist.”

– The Association of Mobile Advertising

“Mobile billboards boost name recognition **15 times greater than any other form of advertising.**”

– European Outdoor Advertising Assoc.

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

– RYP and Becker Group

“96% of respondents say mobile advertising is more effective than traditional outdoor advertising (Static billboards).”

– Outdoor Advertising Magazine TACA Research

“Mobile advertising **generates 2.5 times more attention** than a static billboard.”

– Perception Research

“Americans report spending an average of 15 hours a week in-car, either as driver or passenger. Young men 18-34, elusive to TV advertisers, have huge exposure to outdoor media. In-car audiences are a vital advertising consideration in all-sized U.S. media markets. Outdoor and radio advertising are very complementary.”

– Arbitron Inc. / Edison Media Research



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