

OOH On The Move ↘

QUESTIONS & ANSWERS

MOVIA HILITE STATEMENTS 
MEDIA



Intro

Moving media reaches audiences that are on-the-go in high traffic locations, in highly concentrated areas like at concerts or festivals, and in rural environments. An *advertisement on wheels* – moving media has little restrictions and is able to target hard-to-reach consumers. Truck side, taxi-top, rideshare and delivery vehicle advertising all offer considerable capabilities on both static and digital assets. We invited Movia Media, Hilite, and Statements Media to discuss their moving media assets, their unique targeting capabilities and benefits, results-driven case studies and concepts, and what gives moving media the “legs” to complement and stand out in the OOH space!

Movia Media



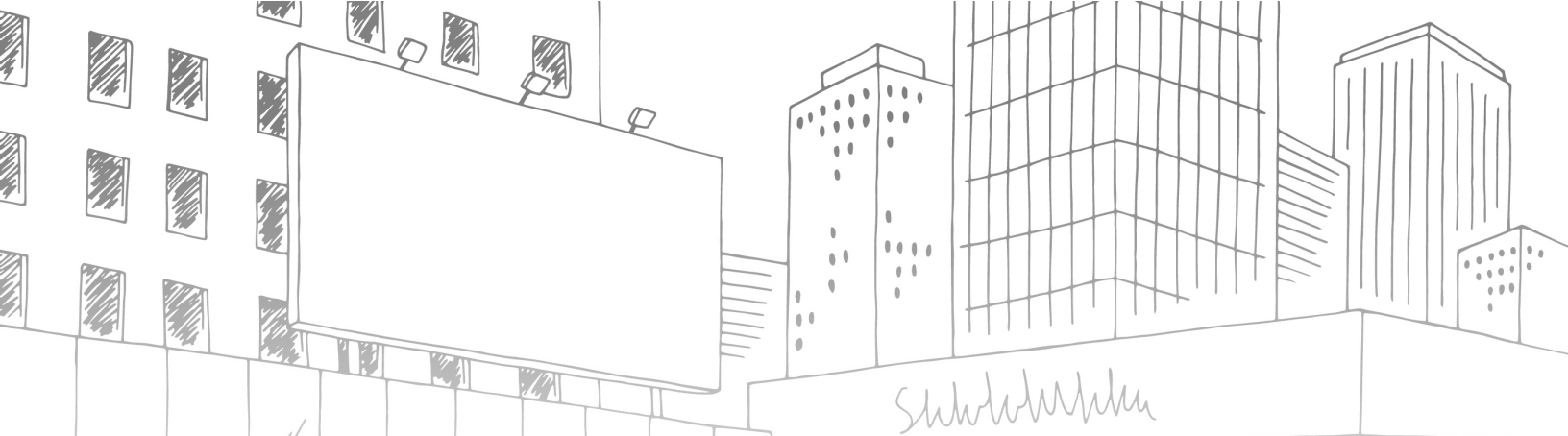
Casey Binkley, Founder & CEO, **MOVIA MEDIA**

Can truck advertising **routes be customized?**

Absolutely, in fact, route customization is one of the best ways to increase the effectiveness of your campaign. Urban delivery trucks offer some great options, for example:

Residential: Trucks fulfilling Amazon or Wayfair deliveries in particular can make any retail, CPG, or D2C brand appear incredibly active - in other words, “in demand”. That’s because people who see the trucks assume the brand owns them and are out doing e-commerce deliveries, which increases the brand’s social cache.

**best ways to increase
the effectiveness
of your campaign**



Food Service: Trucks delivering to bars & restaurants, grocery & convenience stores, gas stations, and other like services. These routes are perfect for clients in retail, CPG, and lottery.

B2B: Delivering to office towers, commercial buildings, and industrial areas. These routes help B2B brands or any brand looking to reach either blue or white-collar demographics.

Rural: Allows brands to access small towns or rural areas that are hard to reach by other OOH or media in general.



**allows brands to
access small towns
or rural areas**

What sets truck advertising **apart from other mobile media**?

1. they offer access to unique areas and audiences especially where rideshare or taxi services are limited or unavailable.
2. it's an unobstructed mobile OOH advertisement. It's one large canvas on the move.
3. visual sightlines are eye level & street level.

unobstructed mobile OOH advertisement

What's often overlooked when considering truck advertising?

Brand extension & community engagement. Because the trucks appear to be owned by the brand, the business looks, feels and acts like it's larger than life, out engaging in the community. Furthermore, there is a human element added to campaigns that comes from the drivers themselves. Audiences associate the driver as being connected to the brand, and often engage with them to ask questions or make comments. Drivers can become further integrated by being equipped with custom handouts which they can give out when engaged, or leave behind at strategic places.

What kind of **results** can clients expect from truck advertising?

2022 was an awesome year for tracking client results. Layering in multiple measurement strategies is critical to accurate analysis and for proving success. We commonly use tools such as the Mobilytics OOH Measurement, Google Analytics, 3rd party brand lift studies and any other tools the client utilizes themselves.

SOME OF OUR 2022 HIGHLIGHTS WERE:

130% Increase in Organic Search CTR | Johnson & Starr – Property Owners – B2C

86% Increase in Organic Search CTR & 11% Revenue Growth | Global Industrial – B2B

25% Increase in Retargeting CTR | Tommy's Express Car Washes – B2C

2022 was an awesome year

“Working with Movia allowed us to **expand our reach into new geographic areas** which helped to grow our customer base and drive increased sales.”

Brianna Gilmour, Director, Media and Affiliate Marketing, **Endy Mattress**



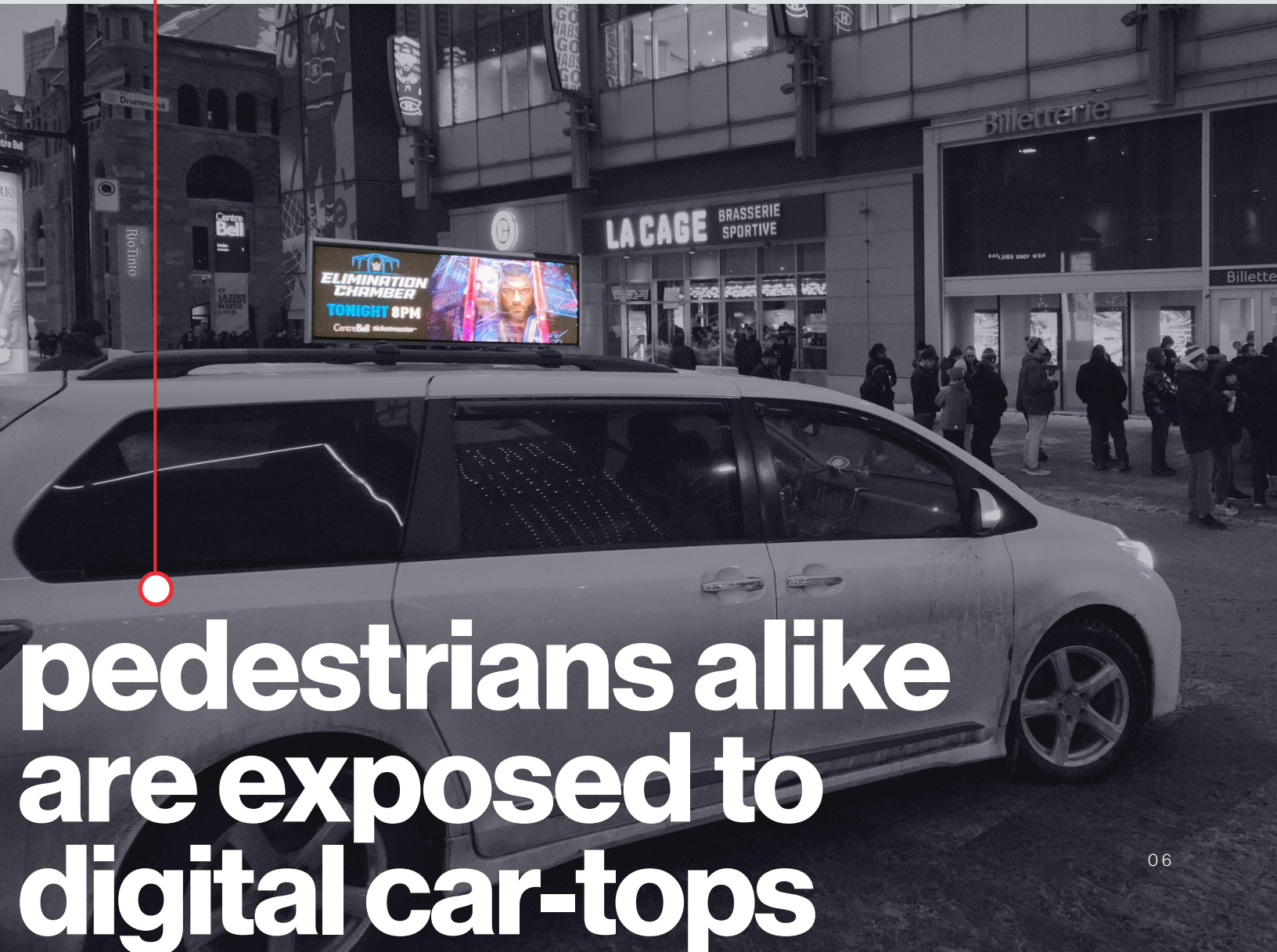
Hilite



Solomon Misghina, Founder & CEO, **HILITE**

What are the **benefits of digital car-top** advertising?

High visibility: Because the ads are on top of a vehicle, they're really hard to miss! Drivers and pedestrians alike are exposed to digital car-tops – which makes this medium a highly versatile option for advertisers. Proximity and contextual targeting capabilities are available in high traffic areas which provides the opportunity to speak directly to the advertisers' target audience.



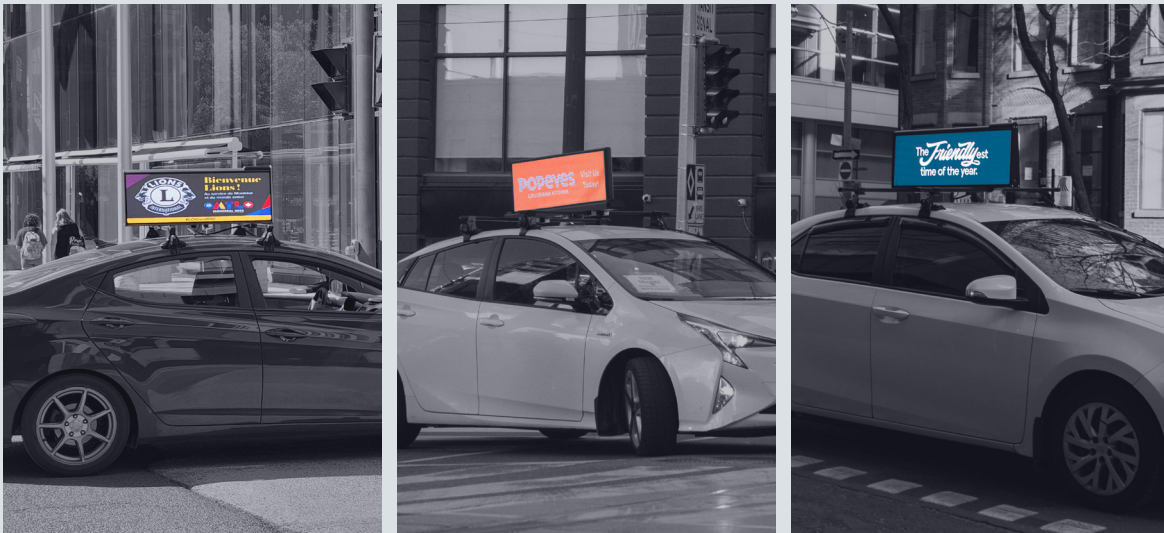
pedestrians alike
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digital car-tops

Cost-effective: Digital car-top ads are a wallet-friendly advertising option. If you're a small business or have a tight budget, it's a great choice that can be dynamic based on your business model. i.e, turn them on when you are looking to drive footfall or web traffic, increase sales, or simply deactivate for time-sensitive campaigns or when business objectives change.

wallet-friendly advertising option

Targeted advertising: Ads can be tailored to specific audiences based on location and demographics. For example, during a restaurant grand opening event happening nearby, ads can be displayed on our fleet targeting the right people, at the right time in proximity.

Increased brand awareness: Brand recognition and driving awareness with OOH is a key objective for many advertisers. Digital car-tops are an excellent medium to continually reach new and repeat audiences during their daily routines.



Flexible and adaptable: Digital car-tops are dynamic, allowing for creative freedom. Whether you are looking to update your creative, air multiple messages, or launch a new promotion, digital car-tops allow advertisers to take their messaging to new levels of efficiency.

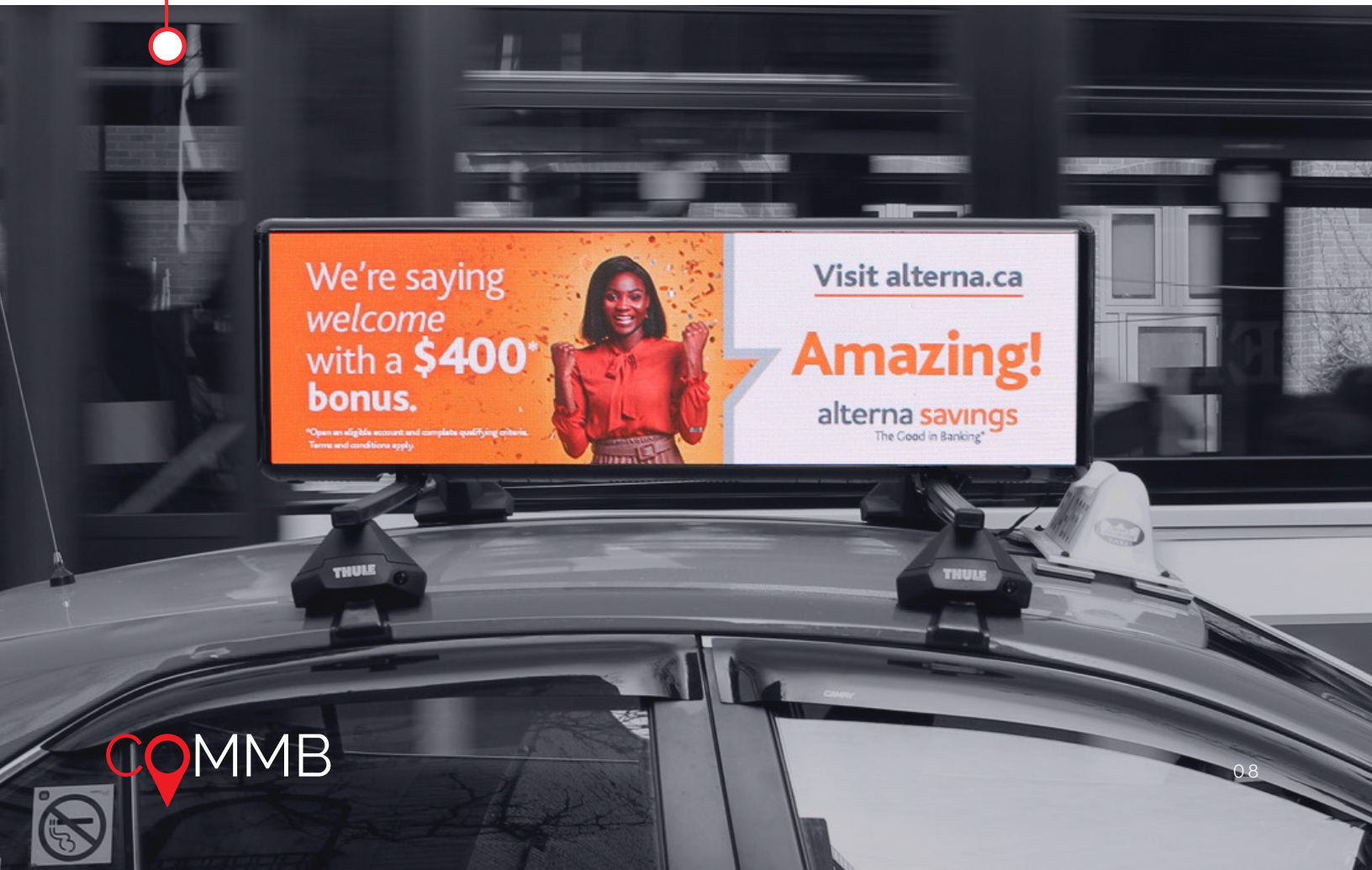
Statements Media



Adam Watson, Co-Founder, **STATEMENTS MEDIA**

How have brands used **taxi-top advertising** in the past?

We've worked with hundreds of clients over the past decade, ranging from small local businesses to national clients like Coca-Cola, Bell, TD Bank and Air Canada Vacations. We've executed a number of custom campaigns which have included unique extensions and stagings. For example, one year we lined up cabs in front of the AutoShow with custom cloud-shaped taxi-tops that emulated the Onlia Insurance logo. As visitors left the show, they were offered a free cab ride home courtesy of Onlia. We did something similar for the launch of Holt Renfrew's men's store on Bloor where customers were offered a free ride home from the grand opening event and also handed a HR branded bottle of water and their latest catalogue. When the whole vehicle becomes a moving canvas, there's really endless possibilities for unique brand engagement.





How do digital taxi-tops **differ from static tops**?

Moving digital media is able to unlock a whole new level of audience targeting. We're able to deliver spots based on the taxicab's location and surrounding audience. We can geo-target campaigns to run on specific streets, in specific neighbourhoods or postal codes, or within a radius around a list of addresses provided by the client. Given the reach and coverage of taxicabs across the city, this provides advertisers the ability to reach any part of Toronto they desire. Of course, our displays also offer the other benefits of digital media like creative changes on the fly, zero production costs, day-parting, and programmatic delivery. The fact that they're the same aspect ratio as large-format digital billboards means we can easily adapt standard creative files for another touch point in the core.

**ability to reach any
part of Toronto**

Can you provide some **examples of how a client can use your digital tops** for a targeted campaign?

One targeting option is audience profiles. It's incredibly easy for us to load audience profiles into our software for targeted, programmatic campaigns. Over the holidays we ran campaigns for several alcohol brands targeting LCBO locations – their ads would only play when a taxicab was within 500 metres of an LCBO location. We also executed gameday network takeovers for online gaming clients, displaying real-time game odds across the entire network in the hours leading up to Raptors and Leafs games. We'll be running some audience-targeted campaigns this spring delivering campaigns to niche demographics like cyclists and gardeners. Our clients receive robust post-campaign reports including heat maps, showing exactly where their impressions were delivered.





Which **types of areas** can be targeted with your mobile digital trucks?

Mobile digital trucks allow for downtown core targeting at specific events, concerts/ festivals, conferences or sports games. We also target a lot of outdoor areas like parks and beaches where OOH options are limited. For example, we've targeted parks with an allergy medication, local Ribfests for the launch of a new BBQ sauce, and the Canadian International AutoShow with ads for tire and insurance brands. By targeting such specific events and audiences, the message becomes very contextual and can really resonate. This past year we ran a campaign for the launch of Sidney Crosby's audiobook on Audible where we targeted Scotiabank Arena during Leafs games with Crosby's voice reading excerpts from his book - all of a sudden the truck became a backdrop for hockey fans to take photos. They're also great for supporting on-street activations and sampling.

targeting at **specific events, concerts/ festivals, conferences or sports games**

Thank You!

Want to be featured in COMMB's next Q&A?

↙ **Get in touch!**

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