

# Corporate Program

## Want to put more "mileage" in your branding message?

- Is your brand at the center of your business?
- Are your employees or members engaged as your best advocates?
- Do you have a large corporate fleet?

## Think Different, Think DrivAd!

- Broad Reach
- High Visibility
- Fine-Tuned Targeting
- Streamlined Setup
- Economical
- Quick and Easy Rollout Options for Fleet Vehicles and/or Employees' Vehicles

## DrivAd's Unique Concept for Outdoor Advertising

Today outdoor advertising is a vital element in well-conceived plans, playing its role in the media mix. Outdoor ads reach consumers in a myriad of markets from crowded urban streets, to suburban parkways, to open highways. Combining traditional billboards with our unique program can make a tremendous impact improving reach, frequency and overall awareness in one cohesive media package.

DrivAd's patent-pending programs make outdoor advertising more affordable via an innovative partnering method involving advertisers, drivers and Certified Installers.

DrivAd provides turnkey advertising services by outfitting vehicle rear (and side) windows with a see-thru material that creates appealing advertising displays while keeping vision from inside the vehicle very safe.

### Our See-Thru Technology

Completely transparent for drivers and passengers, DrivAd's decals bring a highly visible display in front of thousands of consumers — all day, every day.



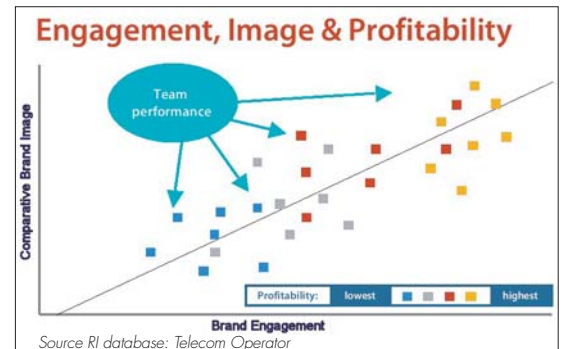
### DrivAd's offerings provide:

- An effective and economic outdoor advertising solution via highly visible "moving billboards."
- An average of 60,000 exposures a month and a CPM (Cost Per Mil) as low as \$1.
- The ability to target specific locations, or to widely broadcast your message.

- An opportunity to reinforce branding throughout your organization, and turn your employees into advocates of your brand.
- A reliable tracking mechanism via a broad network of Certified Installers and ongoing online reporting.
- A streamlined process that allows rapid and effective campaign rollout.
- Decal technology that is completely transparent for drivers and passengers.
- An appealing value proposition.

## Put Your Brand at the Center of Your Business

Organizations with a high level of brand engagement perform better. DrivAd's program engages your employees' understanding of your brand and vision. They become your best advocates, build on your image and grow your profitability.



### Flexible Options: Company's Fleet and/or Employees' Personal Vehicles

Companies with fleet vehicles can quickly start generating massive exposure. Not only is this option economic, it also affords the highest level of control over exposure, as driving patterns and vehicle volumes are usually well known.

Your employees are also invited to have see-thru decals installed on their vehicles' windows. Our Certified Installers provide trustworthy installation and ongoing inspections of all participating vehicles. Your employees "drive as usual" in exchange for agreed-upon rewards.

Our Corporate Program provides an array of service options allowing us to customize your package to fit your branding strategy.



the only way to drive™

## Hear it From Them!

"Involving our own dedicated employees is a tremendous opportunity that provided us with an economic option to significantly impact the event turnout."

*Rene Lepiane  
Director, American Cancer Society*

"DrivAd's concept makes sense and saves you big! Without such a program, it would have been unthinkable to target such a broad audience prior to the event."

*Jay Palace  
CEO, GEL  
BIG Team Regatta Director*

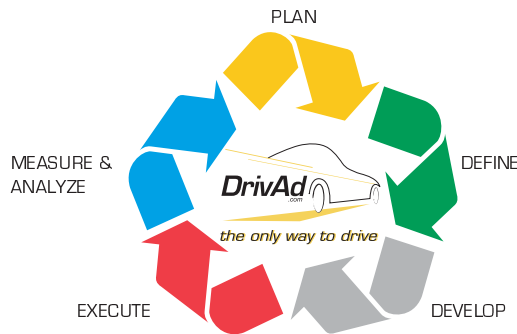
Contact Us  
Phone: 877.4DRIVAD  
Fax: 408.745.6569  
info@DrivAd.com



Corporate Program Services	
Initial Program Communication	Standard
Driver Invitation and Selection	Standard
Artwork Consulting and Elaboration	Optional
Decal Manufacturing	Standard
Decal Installations and Removals	Standard
Monthly Inspections	Optional
Rewards Program Management	Optional
Ongoing Reporting and Communication	Standard
Performance and ROI Analyses	Optional

## DrivAd's Streamlined Methodology

DrivAd's innovative, patent-pending concept for outdoor advertising applies a rigorous, consistent methodology capable of expanding clients' exposure and increasing potential sales while drastically reducing advertising expenditures. This five-stage methodology — plan, define, develop, execute, and measure & analyze — is designed to meet and exceed your company's advertising objectives.



### I. Plan

#### Plan For a Successful Campaign

We will thoroughly evaluate demographics, psychographics, driving patterns, decal positioning and reward packages to fit with your marketing strategy.

#### Plan Your Resources

Our marketing, communications and artwork specialists work as a team to deliver high-quality advertising media in a timely manner.

### II. Define

#### Define your Advertising Strategy

Your desired audience reaction and take-away from your advertising are extensively discussed. Productive interviews are conducted for tailoring your message and making it DrivAd effective.

#### Define Packages, Incentives & Drivers

Your advertising campaign's success depends upon the effectiveness of your marketing message and the quality of the drivers employed. DrivAd will work with you to determine the most effective vehicles, driving patterns, and driver incentives.

### III. Develop

#### Develop Attractive Marketing Graphics

Our designers translate your ideas and needs into effective and memorable graphics media. Mock-ups, revisions, and final validation will occur in an iterative process until you are completely satisfied.

#### Develop the Printed Final Material

Decisions made in the production process often determine the success of a printed piece. Printing skills, experience, turnaround time and equipment are essential in ensuring the integrity and durability of the finished product.

### IV. Execute

#### Execute proper Installation and monitoring

DrivAd built a large network of automotive professionals known as DrivAd Certified Installers. They are committed to providing high-quality decal installation.

#### Execute driver management

DrivAd's driver management and tier-one customer support ensure that drivers comply with the program, and that they receive prompt assistance with their inquiries.

### V. Measure & Analyze

#### Measure Through Tangible Reports

DrivAd supplies up-to-date driver information regarding vehicles, mileage, and driving patterns.

#### Measure & Analyze Your Success

Positioning your brand in a competitive and dynamic environment demands superior strategic thinking and ongoing learning. Upon completion of your campaign, we will measure its quality and effectiveness.

## DrivAd Ad Campaign Case Study: The City of Daly City, CA

**Objective:** Expand awareness of Parks and Recreation Department classes and programs, and summer camp. Target and reach people who would typically not get this information.

**Why:** City has seen decreases in class/program enrollment and participation.

**Duration of Campaign:** 6 months

**Number of Participating Drivers:** 50



**What they have to say:** "DrivAd's concept makes outdoor advertising affordable, and with DrivAd, your employees and business vehicles can reach those people you otherwise don't know how to reach."  
*Mike Stallings, Daly City Director  
Parks and Recreation*