

# DrivAd's Taxicab Program

Are your current advertising strategies not working well?

- Is advertising your largest expenditure?
- Is your brand not receiving the widespread exposure it deserves?
- Is your planning process too time-consuming and ineffective?
- Do you long to compete more aggressively in this tough market?

**DrivAd's Taxicab Program is the ideal answer for each one of these questions!**

Step aside from the competition!

- Widespread reach
- High visibility
- Unlimited branding
- Powerful data mining
- Economical
- Quick and easy rollout

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Imagine your advertising message on hundreds of "moving billboards," within view of thousands of consumers every day.

Thanks to a unique partnership between DrivAd and local taxicab companies, out-of-home advertising becomes an effective, low-cost reality!

## A Unique and Powerful Method of Taxicab Advertising

DrivAd's pioneering approach to advertising has been heralded by many as the most innovative idea to hit the industry. By attaching see-thru banners to the rear windows of taxicabs, **DrivAd extends beyond the reach of traditional outdoor media.**



Today's out-of-home advertising is a vital element in getting your name and message out to consumers on the go. Outdoor ads reach consumers in myriad markets, from crowded urban streets, to suburban neighborhoods and open highways.

## Reach Consumers When They're Out Making Purchasing Decisions

Studies have shown that there is no more effective time to influence consumers than when they are out in their cars making purchasing decisions.

Using taxicabs to **blanket your message throughout the community** provides the most powerful impact available on the market today!

## Our See-Thru Technology

Safety is paramount to everyone at DrivAd. That's why we've chosen a special banner material that is totally transparent.



While those on the outside enjoy a perfectly crisp and legible display, those on the inside have the benefit of clear visibility from any angle, day or night.



## Benefits of DrivAd Advertising

- A **highly visible display** at eye level, in front of thousands of consumers—all day, every day.
- An average of **200,000+ exposures per month**, at a CPM (cost per thousand impressions) as low as 50¢.
- Reassurance that your brand is getting **constant, round-the-clock exposure.**
- The ability to broadcast your message **widely**, or target more **specific locations.**
- A **talented team** of graphic designers and advertising strategists.

## A DrivAd case study: The City of Daly City, California

Daly City's objective was to expand awareness for their Parks and Recreation classes, community programs, and summer camps.

For an entire six-month period, 50 campaign vehicles carried DrivAd banners around town. As a result, the city received more inquiries than ever, and saw a significant increase in summer camps enrollment.

"DrivAd's concept makes outdoor advertising affordable. With DrivAd, you can reach those people you otherwise couldn't."

*Mike Stallings, Daly City Director, Parks and Recreation*



## A Few Facts to Consider

From Edison Media Research's "National In-Car Study"

- On average, people spend more than 15 hours per week in their cars.
- 62% of commuters shop on their way home from work. 40% make the decision to shop while on their way home.
- Of the major forms of advertising media (radio, television, cable television, newspaper, and Internet), radio is considered the cheapest.

**DrivAd, hitting much of the same audience, averages about 14% the cost of radio ads.**