

LEADERS IN MOBILE OUTDOOR ADVERTISING



Wimbledon 2012



DRIVING YOUR MESSAGE FORWARD

Wimbledon Package 2012



mobile media

Be seen at Wimbledon this year!
Engage with the spectators
& provide free rides to Wimbledon

- 4 x Advans
- 2 x Digivans
- 4 x Adbikes
- 4 x Pedicabs



How we deliver the campaign



mobile media

Advans

Advans will patrol the main approach routes to Wimbledon; A3, A219, A24 and A238.

The vehicles patrol & park in key spots along these routes with your posters angled towards the oncoming traffic.

The Advans will make regular journeys through Wimbledon Village and the Town Centre covering mainline train and tube links.



How we deliver the campaign



mobile media

Digivans

Digivans will follow similar route to the standard advans.

As the digivans benefit from being able to display moving images and sound they are also ideal for targeting people queuing up for tickets at the start of the day.

Digivans also offer interactivity and should the client wish we can find a suitable parking position and invite people to play tennis related games on their way to or from Wimbledon.



How we deliver the campaign



mobile media

Adbikes

Adbikes will stay in the zone, providing very close proximity displays; as they keep a patrol of all the entrance & exits.

Providing an interactive element to the campaign.

Our Brand Ambassadors who ride the bikes engage with the public as they queue for entry and can distribute leaflets or samples.



How we deliver the campaign



mobile media

Pedicabs

Pedicabs will line up in position outside the train/tube stations and offer free rides to spectators to/from the grounds. There is no public rail station next to Wimbledon so there will be a strong uptake in this service provided by the Sponsor.

Pedicabs provide a fun experience.

Our Brand Ambassadors who ride the Pedicabs will engage with the passengers, provide samples or leaflets and even Bluetooth advertising messages direct to their mobile phones.



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For information on costs & availability please contact

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