



ROYAL ASCOT

19<sup>th</sup> – 23<sup>rd</sup> June 2012

Mobile Media can provide truly memorable displays around the Ascot Racecourse to reach the spectators at this prestigious event.

We would recommend employing the below formats for the duration of the event

- 2 x Advans
- 1 x Digivans
- 2 x Pedicabs

# Royal Ascot Proposal – maps of target areas



## Advans and Digivans

We have experience of targeting Ascot and there are many suitable parking spots close to the main event where we can successfully deploy the mobile vehicles, which deliver unrivalled and highly visible sites on high volume traffic routes. The vehicles will patrol and park strategically on the major routes and approaches to the racecourse, these will include the main approaches from London and the North M4 junction 6 and the A332 Windsor by-pass, from the West the M4 junction 10 to the A329, from the South and East M3 junction 3 onto the A332 as well as the immediate area around the racecourse including New Mile Road, A332 Windsor Road, Winkfield Road, A329 High Street and the official Ascot Racecourse car parks.

Digivan can cover the above but it can also be used to interact with race goers, if we park the digivan along the route from the station to the race course people can stop and get involved in for example playing racing games on a games console using the big digital screen.

# Lovell Homes Advan Campaign at Ascot



Digivans can play video and sound making them unmissable in the crowds



## Pedicabs

The pedicabs would concentrate on the route from the mainline train station, which is about 7 minute walk from the racecourse entrance, the riders would give sponsored rides to the race-goers – something that is always much appreciated by the audience, especially the ladies who often wear high heels and are keen to take advantage of the free ride. Pedicab riders can wear the client's clothing for enhancement of the brand, they can also distribute leaflets.



Pedicab campaign sponsored by Betfair  
was extremely well received with the spectators



# Another successful Pedicab campaign Client Linden Homes



# Leaders in Mobile Outdoor Advertising



Advans - Backlit Advans - Pedicabs - Digital Advans & Adbikes - Adscooters  
96 Sheet Advans - Aerial Blimps - Flagwalkers - Bluetooth - Adbikes with Flags

## Tactical - Targeted - Immediate - Responsive

Our fleet also offers Bluetooth technology

