



WHY MOBILE ADVERTISING?

In 2006, Bulldog Mobile Billboards was created to provide Out-of-Home, Experiential marketing options for companies and agencies searching for an alternative to legacy advertising such as Radio, TV and Newspaper. Today, Bulldog is an award winning firm that enjoys featuring our clients' stories on a variety of mobile advertising vehicles, **nationwide**. We integrate uniformed street teams on foot, bicycles, scooters and Segways to compliment our concept trucks and large format vehicles. Bulldog delivers the most eye-catching, innovative and cost effective advertising in the market today. Whether using scrolling mobile billboards, three dimensional concept trucks or static vehicles, we offer you the least expensive way to reach an average of 50,000 impressions a day!

Revolutionizing the Advertising Industry

Businesses are searching for new and creative ways to get brand messaging through to consumers. Mobile Advertising Vehicles give them a medium that reach valuable prospects. Ours are not typical advertising that people often ignore. Bulldog Mobile Billboards grab your potential customer's attention and do not let go. In today's chaotic media climate, this break through is hard to find.

Compelling Delivery

One of the reasons our ads deliver such an impact is that we understand the value of "Method of Delivery". Our presentation is an experience that can not be forgotten. People are literally fascinated by the scrolling signage and go out of their way to watch them.

**"Messages on outdoor mobile billboards have a 97% recall rate."
RYP and Becker Group**

Frequency, Versatility and Penetration!

That is what you should demand from your advertising – and you get it with our mobile vehicles and street teams. You name the target and we become the driving force that gets your message in front of your potential buyers. We strategically drive and park where your buyers go!

Unlimited Options and Flexibility

We have the flexibility that you can not find with other media. You can change your marketing message by the week, by the day, or even every eight seconds! Want to use the same ads again at a later date? No Problem! We will store it for you. We can do what TV, Radio, Newspaper and stationary billboards can not match – and we do it for less!

“Studies show that 96% of the viewers of mobile outdoor advertisements say they have more impact than a static billboard.”
American Trucking Association Study

ROUTE ANALYSIS

People always ask, do you just drive around all day? The answer is absolutely not! We study current department of transportation traffic analysis to develop routes on the highly trafficked intersections at the busiest times of the day. We do not just drive through these intersections either. At Bulldog Mobile Billboards, we drive the intersections in clover leaf fashion to provide our advertisers the most impressions possible.

We guarantee our customers drive time hours each week based on their selected day time, night time, week-day and weekend routes. We guarantee and prove performance with digital photos and our independent, on line GPS reporting tool.

Bulldog Mobile Billboards Delivers

Our routes are determined for each client. Whether we are targeting one or several major markets simultaneously, we take direction from our client as park and drive routes plans are created. We go after your target market for grand openings, product launches, and special tours.

Media Comparison

It's no contest. Stretch your ad dollars with us as we are affordable! Your advertising dollars will not only gain more impressions and higher-impact advertising, but you will receive them at a lower cost. And, we handle everything!

Average CPM Comparison: Adults 18+

NEWSPAPERS		TELEVISION	
Half Page B&W	\$23.32	:30 Second ROS	\$20.54
Quarter Page B&W	\$11.66	MAGAZINE	
RADIO		4-Color Full Page	\$9.62
:60 Drive-time	\$7.28	OUTDOOR	\$4.73
BULLDOG MOBILE BILLBOARDS			
<i>With</i> Daily Proof of Performance Available			\$2.60

Options
We specialize in Grand
Openings



We are excellent with new product
launch and branding assignments.



And we excel in touring
regionally & nationwide
for our clients.

Call Bulldog Billboards at
(214) 724-2729 or visit us at:
www.bulldogbillboards.com

