



advertisu

Get your brand
on the road



Advertiser's Winter 19/20 Media Kit

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advertissttu





From Adverttu to Better Advertising



Our mission:

Positively disrupt the OOH media sector by levelling up ***Transit Advertising*** so brands of all sizes can reach elusive urban audiences in an **impactful way, at scale** and with **measurable ad spend** and **return on investment**.

We accepted this mission four years ago and have been nailing it ever since.



advertisu



Of respondents stated vehicle graphics had much **more impact** than billboards



Of respondents noticed pictures displayed on private cars



Just a few things we learnt from
2019 Nielsen



IMPRESSIVE

Of respondents stated vehicle graphics created a **positive image** for the company

8 Million annual impressions per car

We hope you like stats and figures as much as we do.

All day every day

24/7
SMTWTFS
20-22K impressions per day

**Transit
Out of Home**

**Superior impact proven for
vehicle wrap advertising**
2019 Nielsen



Transit Out of Home

Brand Recall



Wrapped car



NOTICED

Past month	64%
Past week	44%

Moving billboard



NOTICED

Past month	27%
Past week	14%

Public bus



NOTICED

Past month	55%
Past week	39%

Taxi cab



NOTICED

Past month	31%
Past week	17%

We're not sure if you can tell by now, but we love data.
So much so, we built a business out of it!



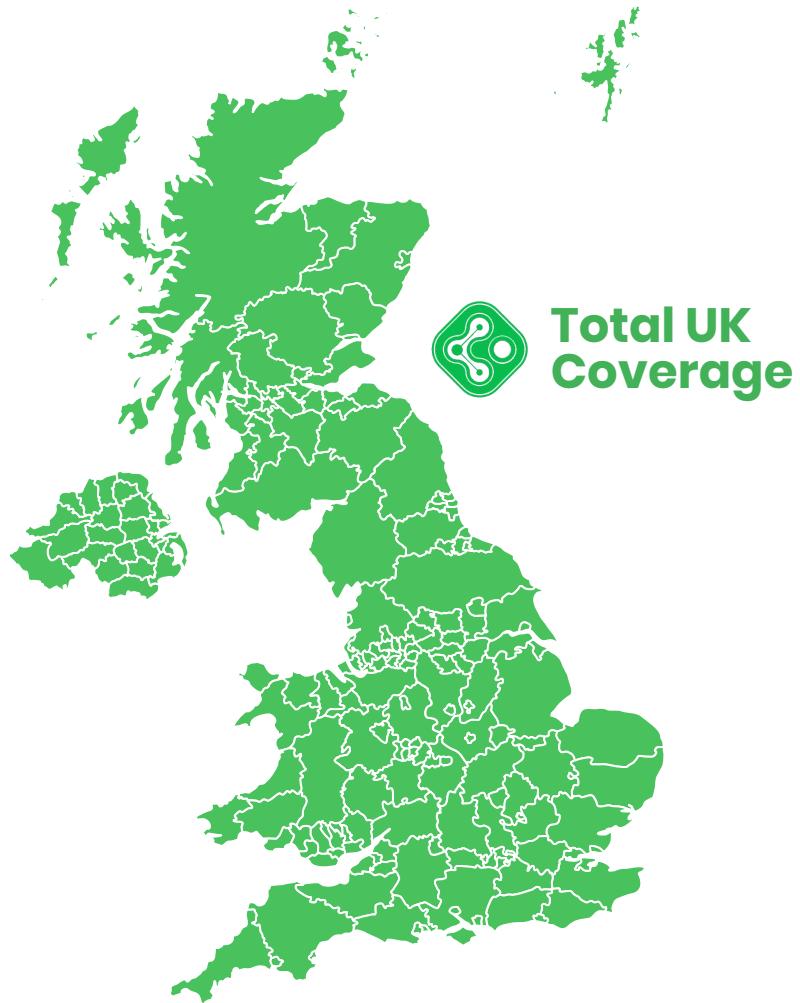
advertis

Hard to reach places. Near impossible to ignore.

THE UK WIDE ADVERTTU FLEET IS 15,000 AND GROWING DAILY.

Any type of transit fleet (car, moped, truck, tuk tuk), we can help you out.

Just try us, we dare you.



Total UK
Coverage

The Adverttu Campaign Flow From Brief to Completion



01

We Listen

02

We Simulate

03

We Propose

04

We Wrap

05

We Track

06

We Optimise



We usually need a coffee after all of this!



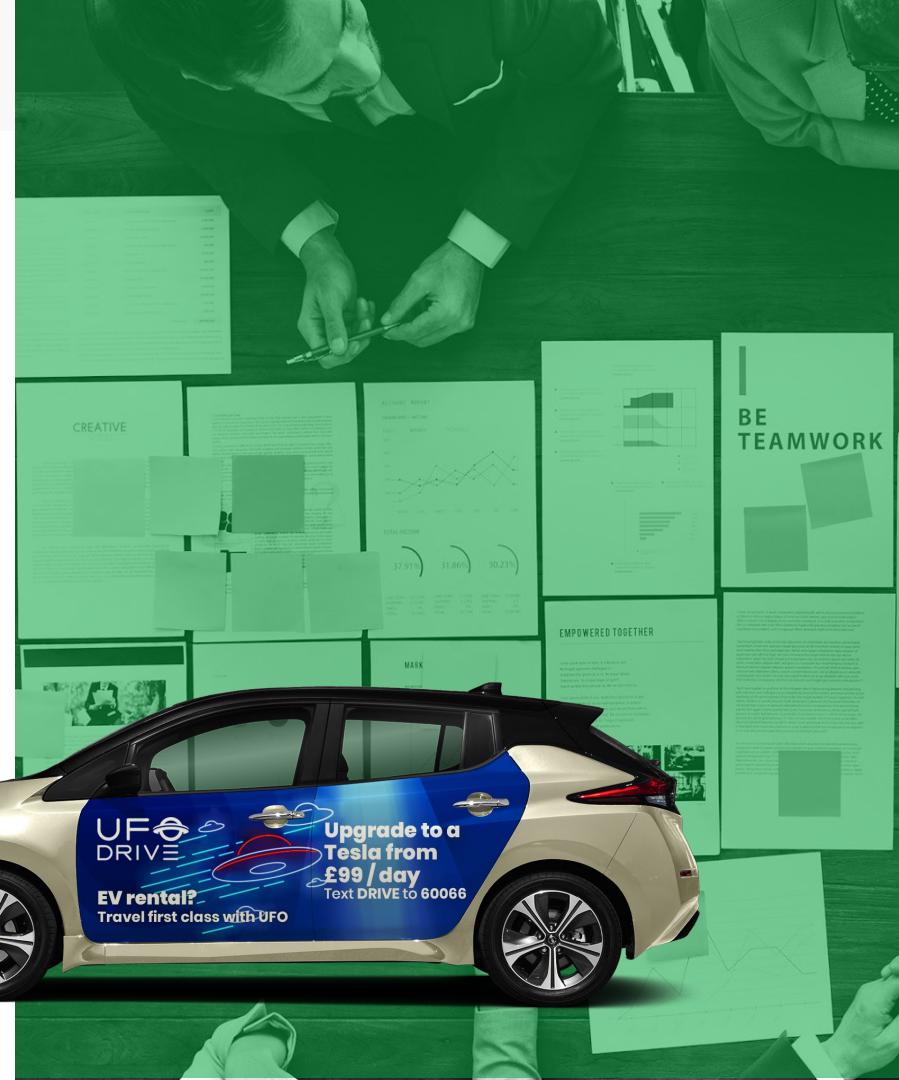
CAMPAIGN FLOW

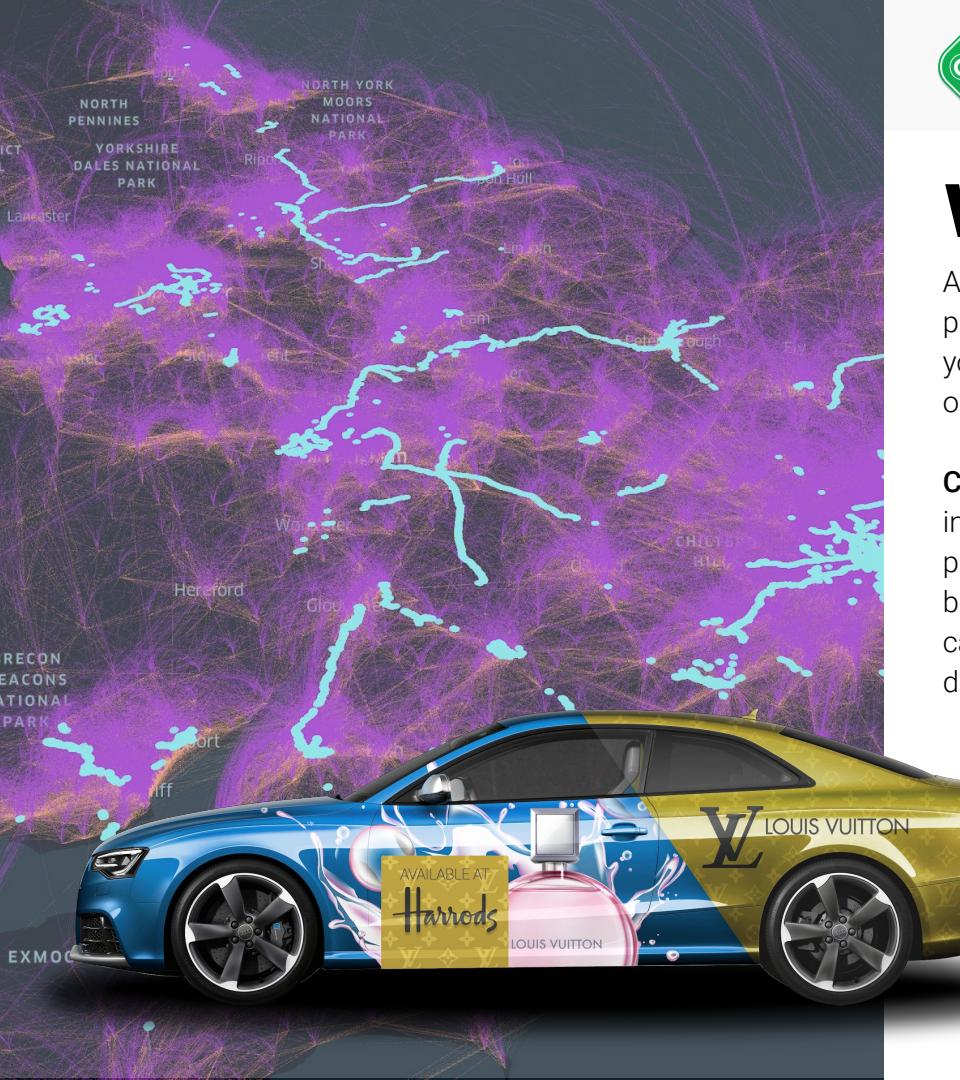
We Listen

We start by understanding your specific campaign objectives; from the **core target audience demographics** to your key **geographic locations** plus advise on appropriate creative treatments.

As our advanced journey profiling delivers deep audience targeting, the more we know, the more successful we can make your campaign.

Understanding your KPI's is our priority





CAMPAIGN
FLOW

We Simulate

Adverttu's mobility advertising platform (**MAP**) enables precise vehicle journey profile **geo-targeting** to match with your campaign's audience location and demographic 'reach' objectives.

Campaign simulation delivers accurate upfront impressions projections and the **achievable £CPM rate** predicted by the journey profile matching process against both pedestrian and motorist audience densities. This is calculated using **28 diverse datasets** (probabilistic and deterministic data profiles).

**Simulated,
upfront audience
& geo-location
targeting**

We Propose

Our simulation process **predicts** target audience reach (impressions) with optimal cost efficiencies using Adverttu's **AI and ML based algorithms** (£CPM). We recommend the appropriate **vehicle make and model** to reflect an advertiser's brand values, plus advise on **value-adds** such as vehicle swarming, leaflet or product drops and event attendance.

If the campaign requires, we also develop bespoke **social media** packages that amplify the physical fleet reach. These leverage the social media networks of the drivers in the ad fleet, together with the advertiser's social media assets for optimal impact, thereby merging and integrating both **online and offline audience reach**.



**Your brand on the
road & in the
digital domain**





CAMPAIGN
FLOW

We Wrap

All our suppliers are **certified and obligated** to use high-quality vinyl to deliver optimal brand image quality for the duration of the on-car ad campaign.

Adverttu's wrap partners go through a thorough **quality check** to ensure that the 'wrap' creative will look fantastic on any vehicle during the entire campaign.

If you ask our CEO nicely, he might "wrap" for you as well...

**Quality checks
throughout
campaign**



We Track & Report

To **verify in-campaign performance** of Adverttu's ad-wrapped vehicles, we provide reporting analytics on journey profile locations, daily mileage and cumulative impressions generated for the campaign duration, informing the advertiser and agency in **real time on the campaign's impact vs. expenditure.**

At regular intervals, Adverttu's drivers provide a visual 'Proof-of-Wrap' condition report to make sure that all campaign vehicles are properly wrapped, clean and well-maintained.



**Automated
backend
management**

Campaign Statistics

IMPRESSIONS SCORE	DISTANCE (MILES)	TIME DRIVING (HOURS)	TIME PARKED
1,729,200	3,874.4	2,936.7	220.8
470,552 inside interested areas	1,106.4 inside interested areas	1,328.4 inside interested areas	110.7 inside interested areas
1,258,938 outside interested areas	1,768.0 outside interested areas	1,408.2 outside interested areas	110.0 outside interested areas

Areas Statistics

Area	Impression	Distance	Time Driving	Time Parked
Croydon	452,164	931.8	1,499.2	100.4
Lambeth	2,580	30.4	6.2	0.8
Merton	6,296	75.2	10.9	5.1
Richmond upon Thames	1,003	32.1	6.0	4.0
Southwark	0	0.0	0.0	0.0
Wandsworth	6,219	36.9	6.0	0.4
Other areas (un-interested areas)	1,258,938	1,768.0	1,408.2	110.0

Drivers Statistics

Vehicle	Driver	Impression	Distance	Time Driving	Time Parked
Peugeot 108 ACTIVE Reg: 2015	Winston Churchill	141,683	806.5	653.4	62.7
Mercedes-Benz C Reg: 2009	Elon Musk	439,529	577.4	1,085.7	55.5
Peugeot 108 Reg: 2017	Maria Carrey	1,147,988	1,490.5	1,197.5	102.6
Honda Civic Reg: 2017	Jim Carrey	0	0.0	0.0	0.0
Vauxhall Corsa Reg: 2012	Colonel Sanders	0	0.0	0.0	0.0
Renault Clio Reg: 2019	Abraham Lincoln	0	0.0	0.0	0.0
Ford Focus Reg: 2008	Boris Johnson	0	0.0	0.0	0.0

Heatmap





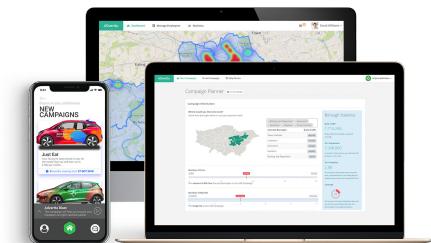
We Optimise

Adverttu's statistical modelling processes predict the on-car ad campaigns **OTS impressions count** for each ad-wrapped vehicle's journey profile.

GPS journey profiling is augmented with **28 additional dataset parameters** (e.g. CCTV, building density, weather, etc.) to accurately calculate real time pedestrian and motoring traffic densities.

Machine Learning & AI algorithms adjust our probabilistic modelling to deliver precision audience measurements, compared to the campaigns' targeting objectives.

Full backend management system



Case Studies

Because our happy clients are
really what gets us all up in
the morning.



That, and Data. Obviously.



Case Study

Sentient Lets

11.2m

OTS IMPRESSIONS
GENERATED

£1.04

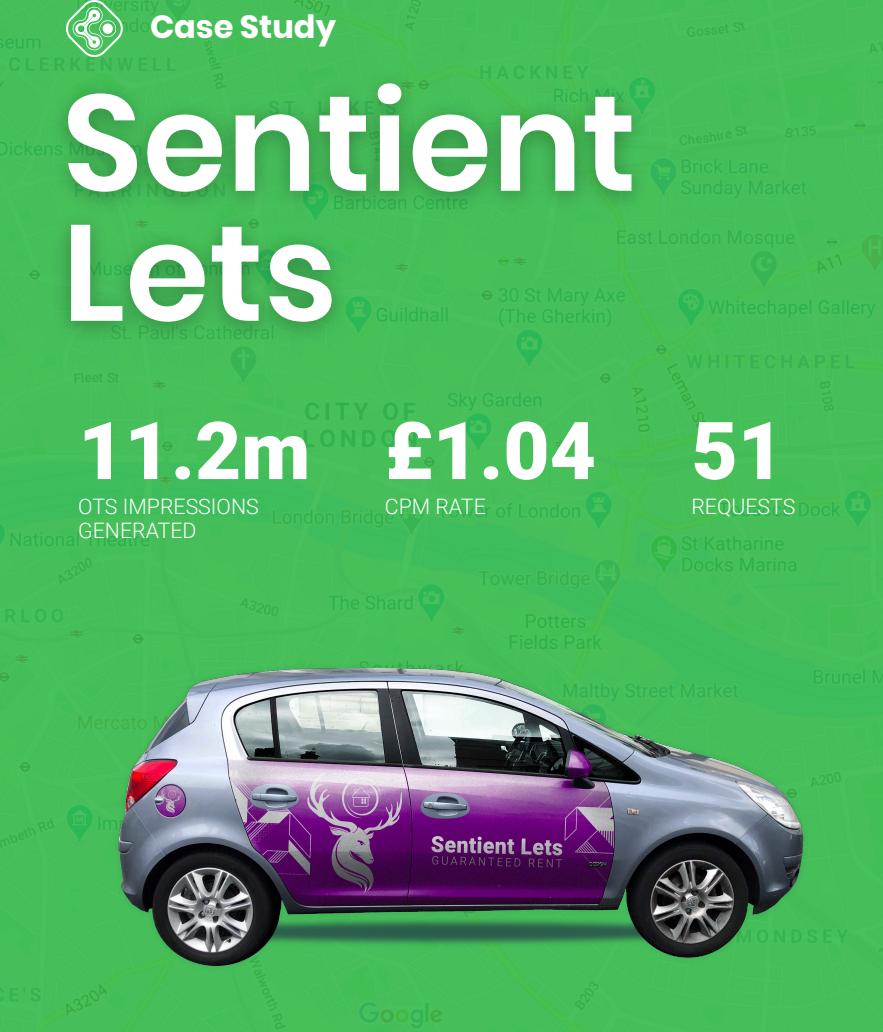
CPM RATE

51

REQUESTS



Columbia Road Flower Market
V&A Museum of Childhood



Objective

Increase exposure in South-East London, and more specifically around: Abbey Wood, Woolwich Arsenal, Greenwich and Dartford stations.

The Solution

10 car campaign over 12 weeks that matched the target area, driving times and a driver profile.

The Result

What Sentient Lets had to say? "*The overall experience was a breeze, from selecting our parameters to a rapid turnaround in a very tight timeframe. I can't praise Adverttu team enough for their flexibility and willingness to go above and beyond to exceed our initial expectations. Within two weeks of submitting our campaign, we've started seeing Adverttu cars everywhere. It has been clear that this campaign elicited a ton of conversations and we received a ton of positive responses from local communities.*"

"Adverttu played an integral role in helping us achieve our letting goals."

**PHILIP TOWLSON,
FOUNDER & MANAGING DIRECTOR
AKA. ONE VERY HAPPY CUSTOMER**



Belief Water

16.8m

£0.94

OTS IMPRESSIONS
GENERATED

CPM RATE



Case Study



Objective

Raise awareness locally to new consumers and attract new distributors.

The Solution

12 car campaign over 12 weeks that matched the target area, driving times and a driver profile

The Result

In addition to including drivers that reached the areas being targeted, Adverttu also screened for other relevant variables, which impact impression counts. Using our AI matching process we assessed which driver candidates were on the roads during peak traffic hours and which drivers parked in areas that maximised exposure.

"After having cars on the roads for just a few weeks - we saw our order count steadily climb up, and we also started receiving an overwhelming amount of responses from people asking to distribute our product."

RAIDO KEREME,
VP GROWTH
YET ANOTHER HAPPY CHAP.



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