



# PRESENTING MAP



# OOH IN GENERAL

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## OOH IS GROWING

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People are out and about more, especially the younger more affluent groups. More people are seeing Outdoor advertisements.

## OOH IS DIVERSE

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The range of available opportunities is vast - from huge high impact banners, special builds and large format roadside billboards right through to bus shelters, on plasma screens, shopping malls and supermarkets.... and Transit Media. Consumers can be reached as soon as they step out of their home right to the very point of purchase.

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But what about reaching young & older consumers who live in areas where traditional outdoor has no access?

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Here comes the **M.A.P.** role, which is considered to be complementary to the traditional OOH, although it can also play the role of a fixed panel as shown later.

## OOH IS ADAPTABLE

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As a flexible communication tool it is without equal. With television audiences continuing to fragment, advertisers are increasingly using Outdoor to reach mass audiences quickly. Equally so, it can be used very effectively especially MAP to target specific audience groups in discreet geographic locations.

# WHAT IS MAP?





**M.A.P**  
Mobile Advertising  
Panel



**MEDIA-TYPE**  
Outdoor



**CATEGORY**  
Transport Media



OUR **SLOGAN**

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**GO TO YOUR  
POTENTIAL  
CONSUMERS  
...DON'T WAIT  
UNTIL THEY  
PASS BY**

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## THERE IS ALWAYS **A USP SOMEWHERE**

TRADITIONAL OUTDOOR	MAP
<b>Fixed site</b> for 2 weeks	<b>Fixed and/or Moving sites</b> for 2 weeks
Maximum <b>2 faces</b>	<b>3 Faces and/or Full Branding</b>
<b>DIMENSIONS</b>	<b>DIMENSIONS</b>
180 x 120 cm each face 2 x 1.8 x 1.2 Total Area of Exposure: 4.32 m <sup>2</sup>	2 lateral faces each 310x210 cm Plus one back face 210 x 185 cm Total Area of Exposure: 17 m <sup>2</sup>
<b>Imposed</b> circuit	<b>Variable</b> circuit
Display products <b>larger than life-size</b>	Product displayed <b>4 times larger</b> than Mupis & <b>in three dimension</b>
<b>Creativity limited</b> to protuberance	<b>Unlimited creativity</b>

# MAP CREATIVITY & VERSATILITY



2

PRODUCT  
DEMONSTRATION  
UNIT



4

MAP  
REDEMPTION  
CENTER



6

BRAND  
AWARENESS

1

PRODUCT  
LAUNCH



3

PRODUCT GIVE-  
AWAY  
CENTER



5

EXHIBITION  
SHOWROOM



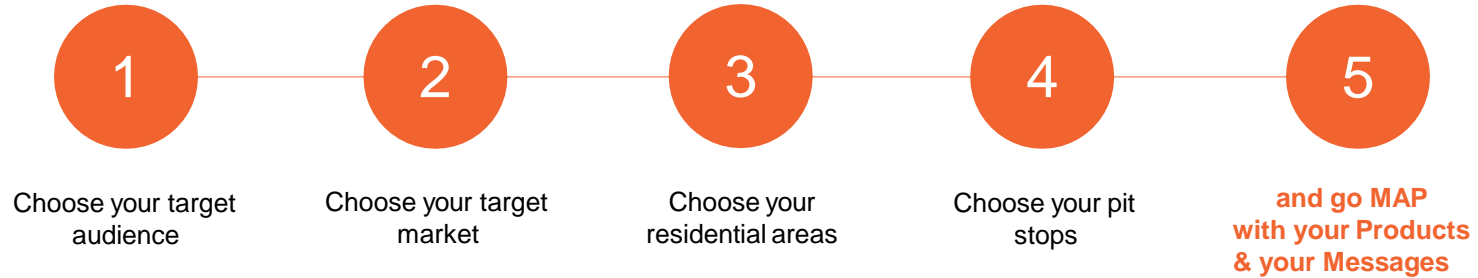
It could be used for retail grand opening, event promotion, ethnic marketing or simply a fixed or mobile creative ad larger than life-size

# MAP FLEXIBILITY

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## For Seven Days a Week

200km/day your Campaign Keeps Travelling on Pre-Defined Routes, which can be modified in **accordance to your convenience**





## MAP FLEXIBILITY

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Unless otherwise  
decided by you...

TRUCKS WORKING TIME & RUNNING  
PRE-SET CIRCUIT WILL BE AS FOLLOW:

WORKING DAYS

7:00-15:00 & 17:00-22:00

WEEK ENDS

7:00-15:00 & 17:00-24:00

AVERAGE DAILY/KM PER TRUCK

200KM



# MAP MEDIA QUANTIFIER S

## OOH VS. MAP

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As we noticed, MAP can be a mobile “3 faces billboard” or a fixed one if allocated to a pit stop.

In the first case it's quite complex to calculate Media Variables where the Medium & Audience are both moving.

In the second case, we proceed to the normal quantification in applying the traditional outdoor formulas explained on the next slide.

However it is worth mentioning  
due to its exposure area, the trucks  
(17m<sup>2</sup>) have **4X more impact** than  
Mupis (4.32m<sup>2</sup>)



# GRP, FREQUENCY & CPM CALCULATION

Should you be interested in calculating your campaign for one or several trucks, kindly find on the next slide the needed tool enabling the computation of Media Indicators.

As an example we can take (assume) the followings variables:

- Number of MAP (Truck): 5
- Road selected: Sheikh Zayed Road
- Time: from 8:00 to 20:00
- Number of car assumption during that period: 200,000 cars
- Average person per car: 2
- Adult Population (16+) of Dubai 1,200,000
- Campaign duration: 2 Weeks = 28 Days

Once this data in hand we have to plug it in the next formulas





# OOH FORMULA TO BE USED

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The term **DEC** means **Daily Effective Circulation**, or the number of people exposed **DAILY** once, twice, thrice or more to one or more outdoor panels/billboards. Hence:

$$\text{DAILY GRP} = \frac{\text{NUMBER OF TRUCKS X AVERAGE DEC}}{\text{TOTAL (MARKET) POPULATION}}$$

$$\text{FREQUENCY} = \frac{\text{TARGET AUDIENCE (adult 16+) X DAILY GRP X CAMPAIGN NUMBER OF DAYS}}{100}$$

$$\text{CPM} = \frac{\text{PER TRUCK 4 WEEKS COST}}{\text{AVERAGE DEC X 28}}$$

average CPM  
for 28 days

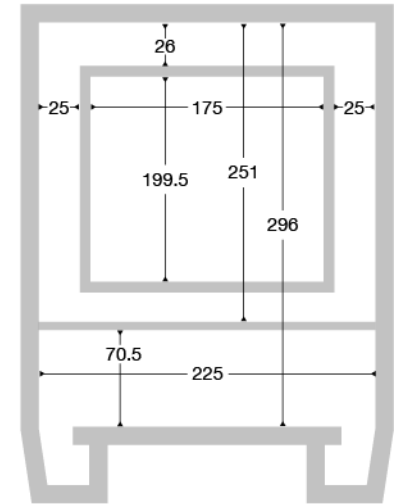
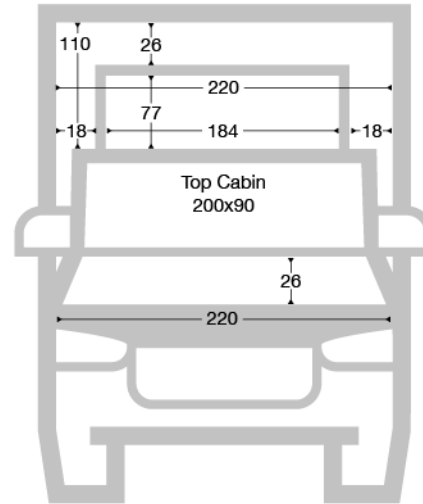
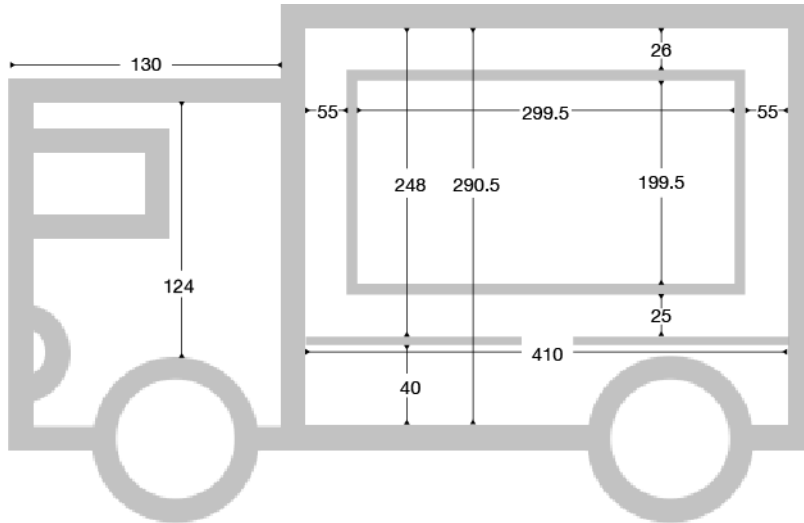
# TRUCK MECHANICALS

All dimensions in cm

SIDES

BACK

FRONT



## RATE CARD (UAE)

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Rental charge per 2 weeks / truck	36,000 Dirham
Production panels cost (1R + 1L + 1 B)	2,000 Dirham
Full branding (excluding panels cost)	3,500 Dirham
3D production cost	Upon request



# EXAMPLES OF PREVIOUS CAMPAIGNS

# PREVIOUS CAMPAIGNS

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# PREVIOUS CAMPAIGNS

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# PREVIOUS CAMPAIGNS

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THANK YOU



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