

nuuZoom

eco-friendly mobile marketing

www.nuuzoom.com

info@nuuzoom.com



nuuZoom brings the revolutionary, but proven, concept of eco-friendly mobile advertising to metro areas in the Southeast United States. Cycle-based billboard advertising is being used in major cities around the world, including Paris, Dublin, Barcelona, Budapest, Tel Aviv and New York City.

nuuZoom's clients get high-impact, mobile marketing with eco-friendly, pedal-powered cycles displaying eye-catching billboard advertising directly on the street in metro areas with high levels of pedestrian and vehicular traffic.

nuuZoom's head-turning mobile billboards and people-friendly riders create powerful, memorable and cost-effective brand exposure, tailored to specific marketing objectives.

*nuuZoom's cycle billboards can display QR codes (those odd-looking, squiggly boxes that act like bar codes) that allow the client's potential customers to **immediately** access the client's Web site to **act on a buying decision** simply by snapping a photo with a cell phone.*

nuuZoom's riders can be outfitted in the client's trade dress and can interact personally and directly with the client's potential customers on the street – handing out flyers, coupons and other printed promotional materials.

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Outdoor Advertising Statistics

Outdoor Advertising Magazine TACA market research

- 97% is the recall rate on mobile advertising
- 96% of respondents say mobile advertising is more effective than traditional outdoor advertising

Perception Research

- Mobile advertising generates 2.5 times more attention than a static billboard.

Arbitron National In-Car Study

- Americans spend an average of 15 hours per week in-car, either as a driver or passenger
- 29% of respondents say outdoor advertising caused them to visit a retail store within a week.
- 98% of in-car audiences indicated they noticed mobile ads.
- 91% of target audiences notices both graphics and text



Advertising Cost Comparison by Media Type

"More Bang For The Buck In Mobile Advertising"



The Most Bang For The Buck Is **Pedal-Powered Mobile Advertising**

- The lower operational cost of the human-powered Billboard Trike is passed on to the client
- Unforgettable presentation in close proximity to the target audience at 5 MPH instead of 50 MPH
- Riders can be outfitted in client trade attire and can distribute client samples, coupons, and printed materials
- Environmentally-friendly (ZERO fuel consumption; lower carbon footprint for billboard trikes than for billboard trucks)



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RATES

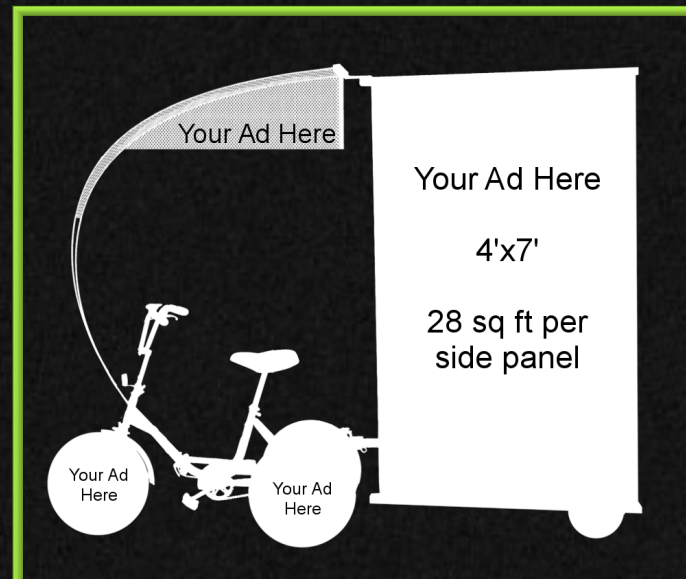
- \$175 per day per side-facing panel (4' x 7' -- 28 square feet)
- \$100 per day for rear-facing panel (2.3' x 7' – 16 square feet) with purchase of at least one side-facing panel
- \$50 per day for three double-sided wheel inserts (18" diameter -- 10 square feet total) with purchase of at least one side-facing panel

Five day minimum contract period.

Rider outfitted in client trade dress available.

Rider distribution of client hand-out material available where permitted.

Display media may be provided by client, or can be prepared by nuuZoom from client graphics.



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