

Mobile Advertising

Contributed by Corrie

Mobile advertising is extremely widespread in our society. Almost any moving surface has been used to advertise something through history. The advantage of mobile advertising is that it reaches more people than does stationary advertising. You can put a sign on a post beside the road and everyone who drives by will see the sign and presumably a few will take action on the recommended product or service. But, if you put that same sign on the side of an automobile and drive down the city streets, the viewings of the sign will increase exponentially.

Automobile magnetic signs are an easy way to accomplish mobile advertising for your business. They are relatively inexpensive, they are easily attached to the automobile, and they are eye-catching, while not jarring to the senses. Automobile signs also force you to reduce the message to the minimum so it will fit on a somewhat limited space.

Additional automobile, van and truck mobile advertising is provided by logos and murals painted on company vehicles. These company delivery vehicles can be as simple as "Joe's RV repair" painted on the side of his mobile unit and as elaborate as the full color murals which advertise the states which are painted on U-Haul trucks.

Similar to automobile signs, bus signs are another form of mobile advertising. Not only the outside of the bus can be wrapped in signs, but there is room for multiple placard type signs on the interior of the bus. Some buses even have computerized digital readout type signs installed. Advantages to using bus signs as mobile advertising are many. The outside of the bus is seen by literally thousands of people each day. Repeated viewings of the same advertisement cause a higher likelihood that the advertisement will be remembered and acted upon. Riders on the bus not only repeatedly view the same advertisements, but in a sense are a captive audience, since they must use the bus for their major transportation needs. They are not able to get up and go to the kitchen during the commercial.

There is a huge mobile advertising market in the automobile racing industry. Nearly every square inch of the race cars and sometimes the driver's helmet and clothing is covered with product logos and sponsorship information. While the race cars usually are in a race course, they are seen by both the fans in the stands and by millions of viewers on television. There is the additional advertising provided when the vehicles are enroute to a race site in another location.

An awe-inspiring form of mobile advertising is provided by the Budweiser Company when they transport their teams of high-stepping Clydesdales from one parade or fair site to another. Who can ignore the grace and beauty of the magnificent teams in full regalia moving in unison down a parade route- The only advertisement is painted on the wagon, but who can forget Budweiser Beer after seeing the Clydesdales.

Speaking of parades, look up and see one more form of mobile advertising—the Goodyear blimp.