

# On road publicity

We go to your clients



# Market Need

- New kind of publicity that will enable advertising agencies to reach new potential audience

# The product

- Three digital screens mounted on the back of a pickup car and connected to a notebook, presenting commercials spots.

# The Market

- The market is the advertising companies and of course commercial companies searching for new kind of publicity first in Romania and then Internationally.

# How it works

The digital screens are connected to a notebook which runs movie files, audio files and picture files and change them on a certain sequence according to the areas of the city where the car drives, the events where it is present, and on hours when targeted people are active.

The advantage is that I can adapt de sequence of the spots in the most profitable way for me depending on the number and needs of my customers.

# Price

- The initial costs of the car will be :

Name	Quantity	Price	Total
Car	1	6000	6000
Sideways displays	2	4500	9000
Back display	1	3000	3000
Employees fee, monthly costs	3	3400	10200
Notebook	1	500	500
Mounting the structure	1	1000	1000

**TOTAL 29700**

# Competition prices

U.S. Yellow Pages	2" x 2" ad square	\$52.50 / month
Typical Newspaper	1" high x 1 column wide ad	\$12.55 / day
	4 line classified ad	\$86.00 / week
USA Today	4 line classified ad	\$700.00 / week
Wall Street Journal	4 line classified ad	\$900.00 / week
Local Radio Station	30 second ad	\$17.00 each
Local TV Station	30 second commercial	\$500.00 and up
Network TV	30 second commercial (primetime)	\$500,000.00 and up

# Estimated prices and profits

- 10 seconds 0.10 E
- 1 hour 36.00 E
- 1 day \* 10 Hours 360.00 E
- 1 month \* 25 days 9000.00 E
- 1 month costs -3400.00 E

Favorable market  $9000 \text{ E} * 0.7 - 3400 \text{ E} = 2900 \text{ E/month PROFIT}$

Unfavorable market  $9000 \text{ E} * 0.3 - 3400 \text{ E} = -700 \text{ E/month LOSTS}$

Average  $= (2900 - 700) / 2 = 1100 \text{ E/month PROFIT}$

- 2 years money back guaranty
- 1 car
- 3 digital screens

**MINIMAL RISCS**

# My team

- My associate will be in charge of
  - fixing the digital displays on the car and connect them to the power source and the notebook
  - Hiring and testing the car drivers
- I will be in charge of :
  - developing the software that enables the notebook to run the different commercials spots files after a specific schedule.
  - Finding and convincing clients

# OUR Goal

- Building a strong advertising distribution.
- Extend in international markets

Our weapon

ADDY



The advertising car

