



**THE HARDEST WORKING ADVERTISING YOU CAN FIND**

## **WHAT WE DO**

We are a Texas based mobile advertising vehicle company that specializes in offering unique alternatives to traditional advertising. We implement strategic marketing campaigns that feature our glass walled display vehicles like the Concept Trucks and Advertising Display Cube and the Mobile Billboard Trucks – in cities throughout Texas. We operate oversized static billboard trucks, bicycle teams and branded Segways in addition to our glass wall vehicles. Texas Mobile Advertising provides a variety of advertising vehicles throughout every major market in Texas. Whether your preferred area is Houston or Dallas, when you hire Texas Mobile Advertising, we help you create a custom, pre-determined route during prime time traffic to maximize the effect of your advertising campaign. Our presentation is an experience that can not be forgotten, as our mobile advertising vehicles fascinate people every time we go by and they go out of their way to watch. We strive to create incomparable attention-grabbing marketing and advertising solutions that deliver results that simply cannot be found in traditional media.

## **HOW WE GOT HERE**

Texas Mobile Advertising is the newly launched branch of the successful Dallas-based company, Bulldog Mobile Billboards. Since the creation in 2006, Bulldog Mobile Billboards has run more than 360 mobile advertising campaigns across the country. Our Texas license plates have been admired during cross country campaigns and on national television shows and commercials. Today, Bulldog Mobile Billboards is an award winning firm that is proud to feature clients' stories on a variety of mobile advertising vehicles, nationwide. Our home base in the great state of Texas enables us to quickly react to your campaign needs with Texas style. This new branch, Texas Mobile Advertising, focuses on working to target and provide exemplary service especially for our Texas clients.

## **WHERE WE ARE GOING**

We work each day to revolutionize the advertising industry. Businesses are searching for new and creative ways to get brand messaging through to consumers. Mobile Advertising Vehicles give them a medium that reach valuable prospects. Ours are not typical advertising that people often ignore. Our vehicles grab your potential customer's attention and do not let go. In today's chaotic media climate, this break through is hard to find. Texas Mobile Advertising is continuously studying market trends and innovations, searching for role models and new partners to expand our horizons. With the launch of this Texas-focused branch, we are evaluating the need to build an additional static billboard truck, as well as exploring the potential of creating a new glass wall concept truck designed to showcase products and services to add to the fleet. These new trucks would help us to better serve our growing clients' needs.

## FREQUENCY, FLEXIBILITY & PENETRATION

That is what you should demand from your advertising – and you get it with our mobile vehicles and street teams. You name the target and we become the driving force that gets your message in front of your potential buyers. We have the flexibility that you can not find with other media. You can change your marketing message by the week, by the day, or even every hour! Want to use the same ads again at a later date? No Problem! We will store it for you. We can do what TV, Radio, Newspaper and stationary billboards can not match – and we do it for less!

Our routes are determined for each client. We strategically drive and park where your buyers go! Whether we are targeting one or several major markets simultaneously, we take direction from our client as park and drive routes plans are created. We go after your target market for grand openings, product launches, and special tours.

## ROUTE ANALYSIS

People always ask, do you just drive around all day? The answer is absolutely not! We study current department of transportation traffic analysis to develop routes on the highly trafficked intersections at the busiest times of the day. We do not just drive through these intersections either. At Texas Mobile Billboards, we drive the intersections in clover leaf fashion to provide our advertisers the most impressions possible.

We guarantee our customers drive time hours each week based on their selected day time, night time, week-day and weekend routes. We guarantee and prove performance with digital photos and our independent, on line GPS reporting tool.

## MEDIA COMPARISON

Texas Mobile Advertising delivers the most eye-catching, innovative and cost effective advertising in the market today. Your advertising dollars will not only gain more impressions and higher-impact advertising, but you will receive them at a lower cost. And, we handle everything!

“Messages on outdoor mobile billboards have a **97% recall rate.**” -RYP and Becker Group

Average **CPM** Comparison: Adults 18+

### NEWSPAPERS

Half Page B&W \$23.32

Quarter Page B&W \$11.66

### MAGAZINE

4-Color Full Page \$9.62

### RADIO

0:60 Second Drive-time \$7.28

### TELEVISION

0:30 Second ROS \$20.54

### OUTDOOR

Traditional Ad \$4.73

### OUR MOBILE BILLBOARDS

*With* Daily Proof of Performance **\$2.60**





## OUR FLEET

### Oversized Static Panel Billboard Truck

The Oversized Static Panel Truck feature 2 of the biggest mobile advertising panels available. Each side panel is approximately 10' x 20'. This is quite simply the largest way to get your message in front of the public



### 3D Mobile Showroom Truck

Our glass-walled concept trucks can feature a mobile showroom where the vehicle is dedicated to your branding with a scene built inside to your specifications, driven and parked strategically to best target your markets. Our 3D Mobile Showroom Trucks are highly maneuverable allowing you to take your message to just about anywhere.

### Glass Wall Concept Truck

Our glass walled concept trucks feature 3 oversized, back-lit windows that present your message, day or night, to a targeted audience in your neighborhood.



### Advertising Display Cube

The Advertising Display Cube is a fully contained, transparent vehicle with climate control, dual entrances - including a rear entrance that opens completely to become an awning, built-in stairs and large storage unit. The Advertising Display Cube helps you maximize your interaction with the public.

### Bicycle Billboards

Mingle with the crowd with our ultimate earth friendly, bicycle billboards. Perfect for malls & other public venues, these mobile billboards offer maximum maneuverability that even allows for flyer distribution, including placing flyers on car windows in parking lots. We also offer branded Segway opportunities.



## WHO WE ARE

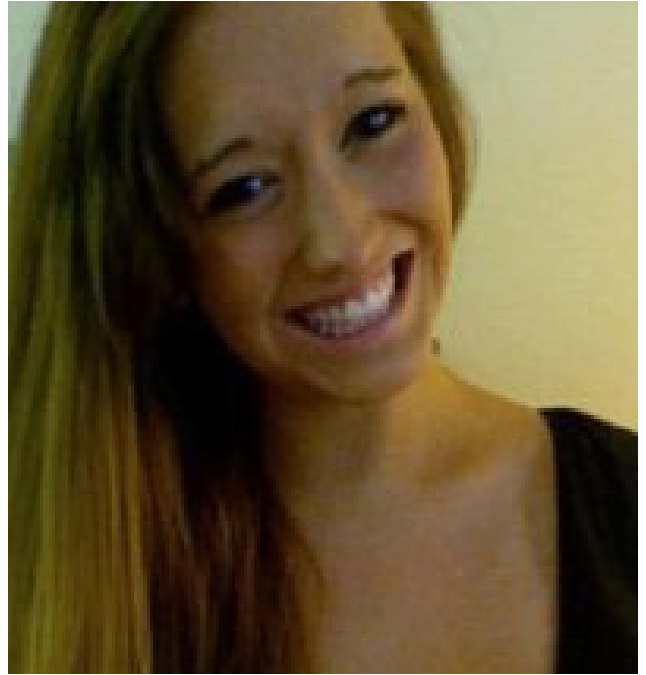
**Kate Keck**

**Campaign Manager**

*How I got where I am:* I spent my undergraduate years interning for some of the largest companies in the world-American Red Cross, Dove Men and several brands under the Procter & Gamble umbrella. After graduating from Appalachian State University in 2007, I worked as the content and social media manager for a large e-retailer. I spent 13 months in Australia helping to expand the popular Tween Brands franchise. I decided to seek my next great adventure in Dallas. The rest, as they say, is history!

*What makes me different:* First, I have no shame in saying “y’all” on a regular basis. I will always reply to your contact within a few short hours, and with the sweet southern hospitality you expect from Texas. I will remember your name, company and your campaign goals every time we talk and will never waste a second of your time. I am dedicated to our Texas clients, so you know you will always talk to me, and never be passed along to another employee!

*Who I am behind the campaigns:* I am a complete health nut and try to push the boundaries by cooking everything possible from complete scratch. As you may have guessed, I love to travel! I’m also addicted to sushi, anything nautical themed, Instagram and taking hikes on the gorgeous Katy Trail.



**Rod Collins**

**Founder and President**

*How I got where I am:* A proud graduate of Ohio University, I spent the bulk of my career (20 years) in operations, sales and marketing for Marriott, Hyatt and Hotels.com. I saw a major gap in the market when it came to innovative marketing initiatives which led to the creation of Bulldog Mobile Billboards in 2006. I started a cutting edge marketing company at the beginning of the economic downturn. I haven’t just survived, I’ve thrived! I saw the need to focus down on the Texas market and decided to launch Texas Mobile Advertising to do just that!

*Why I love what I do:* “It just might be true that 50% of marketing is a waste and that advertisers have to find out which half to buy and which not to invest in. I never want to be an ad sales guy that takes your money and hopes the campaign works. Instead, I will make it work. We can do this because our marketing tools all target and provide for

interaction with our client’s potential customers.”

*Who I am behind the billboards:* Whenever I am not involved in one of the more than 360 mobile advertising vehicle campaigns to date, I am a big fan of running, the Baltimore Orioles and Bakon the Bulldog.



## FREQUENTLY ASKED QUESTIONS

**Q: What is the difference between a billboard truck, glass wall concept truck and the advertising display cube?**

A: The billboard truck is simply a static billboard truck featuring two 10' x 20' side panels on either side. This is our largest truck and is perfect for driving around town or parking for stand-out exposure. The glass wall concept truck allows your message to be displayed on three panels with the option of back-lighting for night time exposure. This truck can also be vinyl wrapped to compliment your panels and overall branding. The advertising display cube is a completely transparent vehicle that can be utilized to take your brand to the next level. The cube has unique features such as climate control, dual entries, built-in stairs and storage and on-board power- basically anything you could need to make the biggest bang possible!

**Q: How much money will it cost and how long will it take to build out a glass wall concept truck or the Cube?**

A: Each campaign has unique specifications and needs, so ultimately this will vary. When we see your design, we will be able to fully estimate the artwork and build out cost. Beyond artwork and build out costs, the following are the standard costs for our fleet: \$1,200 per day for the glass walled trucks and \$1,500 per day build out for the Advertising Display Cube. If your team would like to do the build out, we will supervise the process for 50% of the quote-Please contact us for more information if you are interested in conducting your own build out.

**Q: Where do you drive and for how long?**

A: We will drive any city streets or back-country routes you like, and we do have the ability to drive anywhere in the United States you like! We can follow a route of your design, or we can help you to create a route specifically tailored to your target market and campaign goals. We do also offer campaign opportunities in Canada- please contact us for more information.

**Q: Can you reuse billboards at a later date to save on printing production costs?**

A: Absolutely! Before beginning your campaign, just let us know that you would like your billboards to be saved. We can securely store the billboards for you until you are ready to book again.

**Q: How long does it take to have a billboard printed?**

A: Most campaigns take about 5-7 business days for your billboard to be printed after final approval is acquired. This includes printing, shipping, installation and delivery of your vehicle. While this is almost always the case, please keep in mind every campaign is unique and your project may require more (or less!) time. We give each client a lead time specific to their campaign before signing any contracts, so you will know your specific time frame upfront.

**Q: Will we need a permit to use any of your vehicles and do you handle permitting?**

A: The answer is- it depends! Most campaigns do not require any special permits for execution but on occasion we do run across a campaign that needs special permitting. Fortunately, we do all the work for you! Once we know the specifics of your campaign we do all the research, fill out applications and obtain any and all permits that may be required for your campaign.

**Q: Can we wrap the vehicles or print the billboards ourselves?**

A: We have worked to build great relationships and are thus able to obtain wholesale prices on our vinyl wrap and printing. Simply put, this means we are able to offer you the lowest price! However, if your team would like to wrap the vehicles this is allowed with some light supervision from our staff. Additionally, we still require build out costs (\$1,200 or \$1,500) per day for vinyl wraps. We will print all billboards as the truck has special kedar to fit the framing system, so unfortunately we cannot allow you to print your own billboards.

## CONTACT US

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### Mailing

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### Online

[www.texasmobileadvertising.com](http://www.texasmobileadvertising.com)

[www.bulldogbillboards.com](http://www.bulldogbillboards.com)

[www.oohnationwide.com](http://www.oohnationwide.com)

[www.adverdisplaycube.com](http://www.adverdisplaycube.com)

### Social Media

#### Facebook

[www.facebook.com/BulldogMobileBillboards](http://www.facebook.com/BulldogMobileBillboards)

#### Twitter

[www.twitter.com/BulldogMobile](http://www.twitter.com/BulldogMobile)

@BulldogMobile

#### Instagram

[www.instagram.com/bulldogbillboards](http://www.instagram.com/bulldogbillboards)

@BulldogBillboards

#### YouTube

[www.youtube.com/user/BulldogMobile](http://www.youtube.com/user/BulldogMobile)