

VALUE DIFFERENTIAL

When comparing do it outdoors media to other mobile billboard providers, ask:

- Is there any inherent risk to your brand?
- Is the provider a reputable OAAA, Geopath, and out-of-home industry member?
- Is the company leading the mobile billboard effort for ratings methodology?
- Is the company fully insured by an A+ carrier with a \$5 million umbrella policy as required of national corporations, along with a \$2 million-dollar coverage per occurrence for auto and a \$2 million-dollar coverage per occurrence for worker's compensation?
- Are the mobile billboards consistent and uniform? Are all mobile billboards owned and operated by the same provider? Have you requested VIN numbers to validate the company's fleet?
- Is the fleet continuously updated with new mobile billboards, all new within the last 5 years?
- Are the routes fully customized using robust routing technology to target the brand's precise audience strategically? Is someone using technology to monitor the coverage area to ensure the campaign is delivered correctly?
- Are mobile billboards equipped with hands-free tablets for the safest turn-by-turn strategic routing?
- Does the company have a 25+ year commitment to client satisfaction and continue to evolve through new product offerings to help you better engage and convert?
- Are the mobile billboards equipped with live GPS tracking, closely monitored by a management team?
- Do the mobile billboards have always-on-telematics monitoring for speed and hard brakes, so management can effectively improve driver performance?
- Do mobile billboards electronically submit pre/post trip inspections and condition reports, allowing management to address maintenance issues faster and preventing missed campaign days?
- Are drivers professional, experienced, DOT certified, drug-tested, and dressed to impress? Are drivers held to high safety and incident-free standards?
- Does the company offer drivers and staff ongoing safety and job training to keep risk management a core to the operations?
- Is there national coverage available for the scale you need? Are the mobile billboards available to move from one market to the next? Is there enough to support market domination?
- Are you being offered strategic guidance for your out-of-home media planning at every stage? Do you feel well supported with each new contract?
- Is the company seen as a thought leader in the out-of-home industry? Do they publish content on a consistent basis?

We work harder.

We act as your strategic partner.

We devise innovative, tailored solutions.

We deliver to the highest standards, and never put your brand at risk.



We are focused on serving clients' needs.

We are passionate about the roles we each play.

We are confident in how we get things done; it's how we roll!.