



VIDEO RECAP KING'S HAWAIIAN "ALOHA" TOUR



Sampling Vehicles

MOBILE ADS CREATE SALES ACTIVATION

Geofence the activation footprint and serve people who are nearby the sampling van display ads with a coupon offer for shopper activation.

---**48%** of us are more likely to click a mobile ad after seeing the same OOH ad

(source: Ocean & NeuroInsights)

---CTR increases by **56%**, on average, when you combine OOH with your digital media (source: Blue Bite)

OUR CAPABILITIES

- ▶ sampling and mobile tours
- ▶ mobile billboards
- ▶ display advertising
- ▶ field marketing teams
- ▶ brand experiences

Dedicated Fleet for Your Mobile Sampling Tour

Product sampling is nothing new. But it continues to have relevancy in today's marketplace. Sampling is being reinvented into brand experiences.

According to a Path to Purchase Institute study, 65% of shoppers said that personal experience was the most important factor affecting a brand's image. That's why we look at product sampling beyond just a "here you go" approach; we want to create those personal experiences that truly influence purchase decisions and reinforce brand positioning.

With our owned fleet of sampling vehicles, we create efficiencies for you and deliver a fully turnkey solution to your sampling campaigns.

Let's give try-before-you-buy exciting new life! Book one of our sampling vehicles for your upcoming tour – and let us handle the rest!

"The most difficult aspect to marketing is getting the customer to try the product, especially if they don't know it. With all the high tech in our world, sampling can be a good old-fashioned way to differentiate."

// Richard George, Dept. of Food Marketing, St. Joseph's University
Source: National Retail Federation

Cost-Effective, Chic & Streamlined Design!



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