DIGITAL BILLBOARDS
VS. OTHER MEDIA

EST. 1987

LAS VEGAS BILLBOARDS

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Las Vegas Billboards (LVB)

DIGITAL BILLBOARDS *VS.* OTHER MEDIA

"IF IT AIN'T BROKE, DON'T FIX IT..."

This old cliché sadly rings true far too often for many marketers. Who can blame them? Increased budget pressures create an increased need to prove Return on Investment (ROI). It's often easier and safer to use proven methods with proven analytics and access to data.

We believe marketing is at its finest when there is a strategic approach involved; integrated, coordinated tactics will help engage your key audiences while building awareness and affinity among general markets.

We are confident that **DIGITAL BILLBOARDS**, with their ability to inform more than simply advertise, offer a cost-effective and dynamic tool in your marketing arsenal.

DIGITAL BILLBOARDS *OFFER* THE BEST TRAITS OF GREAT MARKETING:

- They offer bright, vibrant colors which appear prominently at all times of the day
- The ability to leverage dynamic, relative content
- Lower cost and production time than any other broadcast medium
- Ability to target specific day-parts that you wish to display your ad
- Geographic targeting of both those within proximity of your business location and also to the travel patterns of those you would like to reach
- The ability to hit your audiencewhen they are making timely and relevant decisions
- Quick turn-around time for modifying or replacing artwork or ad content
- Highly affordable due to shared costs for shared time
- Known audience numbers and audience habits allow easy predictability

DIGITAL BILLBOARDS *VS.* NETWORK TV ADS

NETWORK TELEVISION has seen a common presence in American homes for the past 7 decades. They currently account for 40% of TV audiences, however this portion is hard to target and is more casual in their viewing habits. The goal when advertising on network television is finding a comfortable price vs. viewership and then maximize the associated value of that impact through a professional, captivating advertisement.

ADVANTAGES *OF* NETWORK TV ADS

- Generally a larger audience than other media outlets due to wide geographic coverage
- Well-accepted audience measurement metrics give a sense of accountability
- Relative ease of buying and post-buy maintenance
- A strong success model for mass-consumer products

DISADVANTAGES *OF* NETWORK TV ADS

- High rates of commercial skipping by an already fragmented audience
- Prominent in elderly and lower-income households which are not desirable audiences for many marketers
- High production costs for professional, captivating commercials
- It is difficult to predict network viewing habits

NETWORK TV ADS *DO WORK WELL WITH* DIGITAL BILLBOARDS

- Use highly predictable traffic habits to remind drivers of your brand
- Use traffic profiling and socioeconomic demographics to showcase your brand to consumers that match your target market
- Be seen by the younger, more affluent counter-audience

	DIGITAL BILLBOARDS	NETWORK TV ADS
Day-Parting	✓	✓
Real-Time Use of Dynamic content	✓	✓
Audience Predictability	✓	✗
Timely Audience Interaction	✓	✓
Geo-Targeting	✗	✗
Socio-Economic-Targeting	✓	✗
Captive Audience	✓	✗
Engaging Visual Content	✓	✓
Engaging Audio Content	✗	✓
Production Costs	$	$$
Execution Costs	$	$$

DIGITAL BILLBOARDS *VS.* CABLE TV ADS

CABLE TELEVISION has seen a common presence in American homes for the past 7 decades. They currently account for 40% of TV audiences, however this portion is hard to target and is more casual in their viewing habits. The goal when advertising on network television is finding a comfortable price vs. viewershipand then maximize the associated value of that impact through a professional, captivating advertisement.

ADVANTAGES *OF* CABLE TV ADS

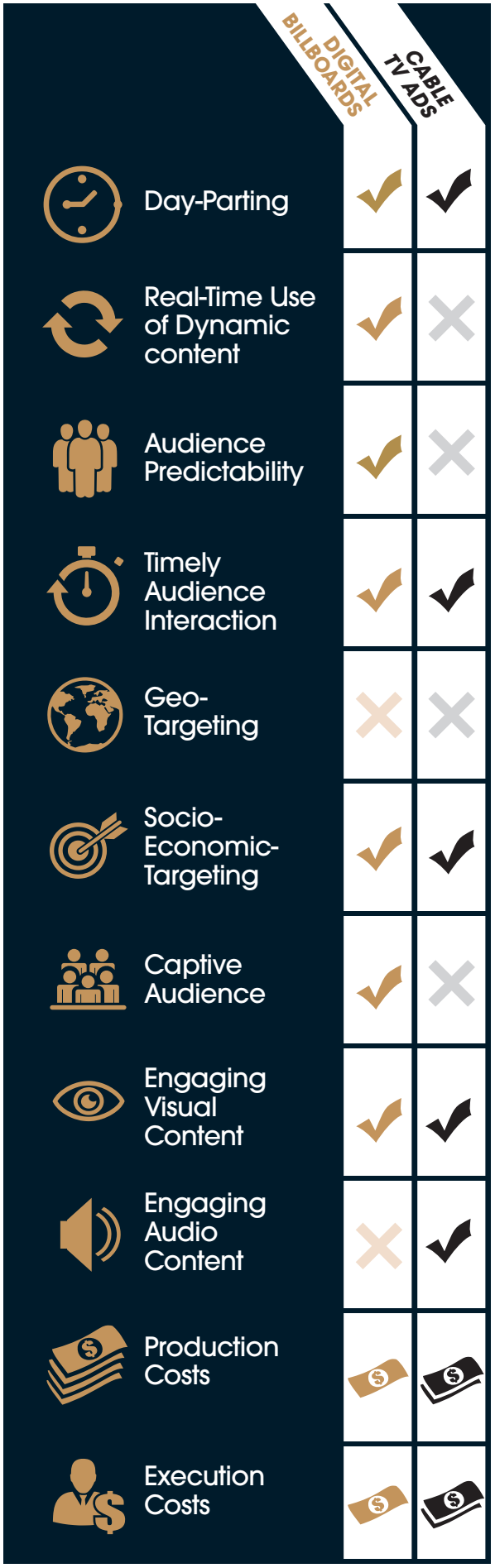
- Access to 90% of households with active viewing in almost 75%
- Lower execution and production costs television
- Easily target audiences by age, gender, and other demographics
- Around-the-clock advertising opportunities available on most cable networks

DISADVANTAGES *OF* CABLE TV ADS

- Highly-specialized viewership by a fragmented audience
- Frequent and ever-increasing commercial skipping with digital recorders (DVRs)
- Smaller audiences per outlet due to the vast number of available channels when compared to network television, radio, or newspaper
- Many cable viewers are now watching via internet streaming outlets (Hulu, Netflix)

CABLE TV ADS *DO WORK WELL WITH* DIGITAL BILLBOARDS

- Reinforce brand recognition from cable television advertising messages and strategies
- Ability to extend cable advertising through real-time social media
- Follow the same established target audience (younger, mobile and more affluent) t o their daily commutes



LAS VEGAS BILLBOARDS

DIGITAL BILLBOARDS *VS.* RADIO SPOTS

With many consumers spending more time behind the wheel in the 1990's, RADIO audiences surged. Marketers moved their television dollars to an audience held captive by their cars and the traffic around them. Then, with the introduction of CD players, satellite radio and personal-music-player connectivity in cars, radio audiences are not quite as vast as they used to be.

ADVANTAGES *OF* RADIO SPOTS

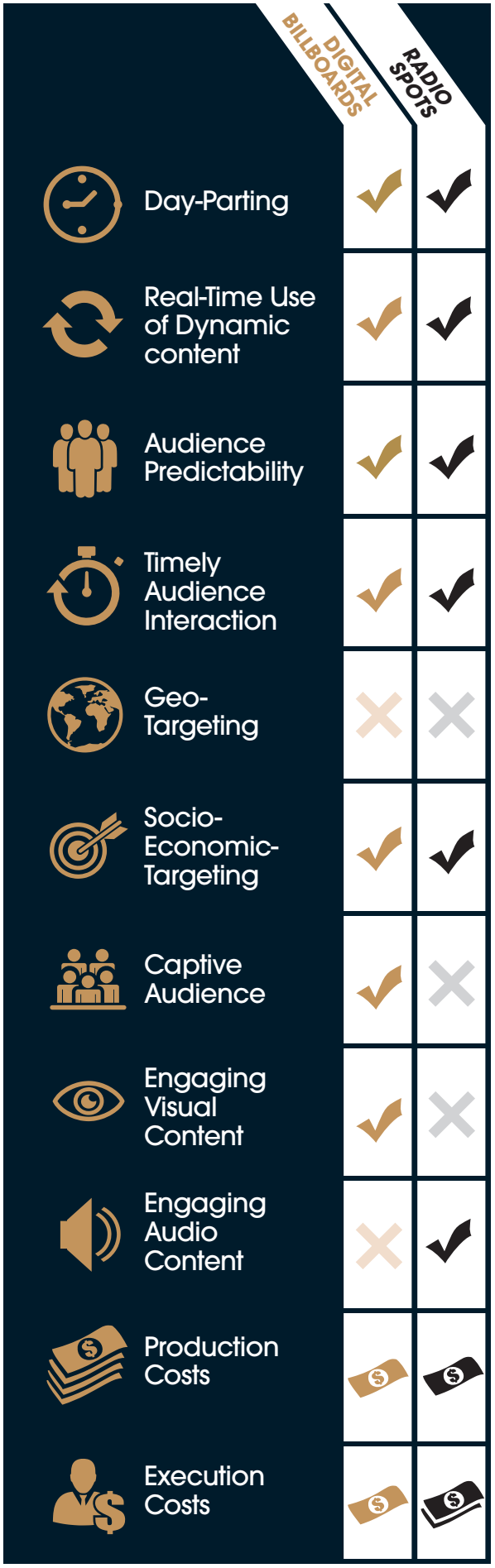
- Easily target specific, loyal audiences in specific areas
- Multiple day-parts and easy talent/content integration allow you to maximize the presence of relevant messages
- Lower costs of production compared to television
- Very predictable listener habits

DISADVANTAGES *OF* RADIO SPOTS

- Absence of visuals makes it difficult to reinforce product or brand attributes
- Declining audiences have forced radio outlets raise advertising costs
- Audiences swing from both extremes: very high during drive times & very low during mid-day, evening, and overnight hours
- Audience memory is often required in order to convert awareness into sales

RADIO SPOTS *DO WORK WELL WITH* DIGITAL BILLBOARDS

- Digital billboards allow you to show drivers things they are hearing about
- Easy cross over between mediums for cross-promotion
- Extension of brand beyond the forced-targeting of radio to a general audience that is still relevant
- Easily add important information or updates on-the-fly



DIGITAL BILLBOARDS *VS.* NEWSPAPER ADS

NEWSPAPERS have been vital for providing communities a source of local news, information and opinion. However, over the last 20 years, the Internet has taken over a large portion of that role. As general circulation has declined from lack of readership, the newspaper has become less relevant for editorial content and advertising investments alike.

ADVANTAGES *OF* NEWSPAPER ADS

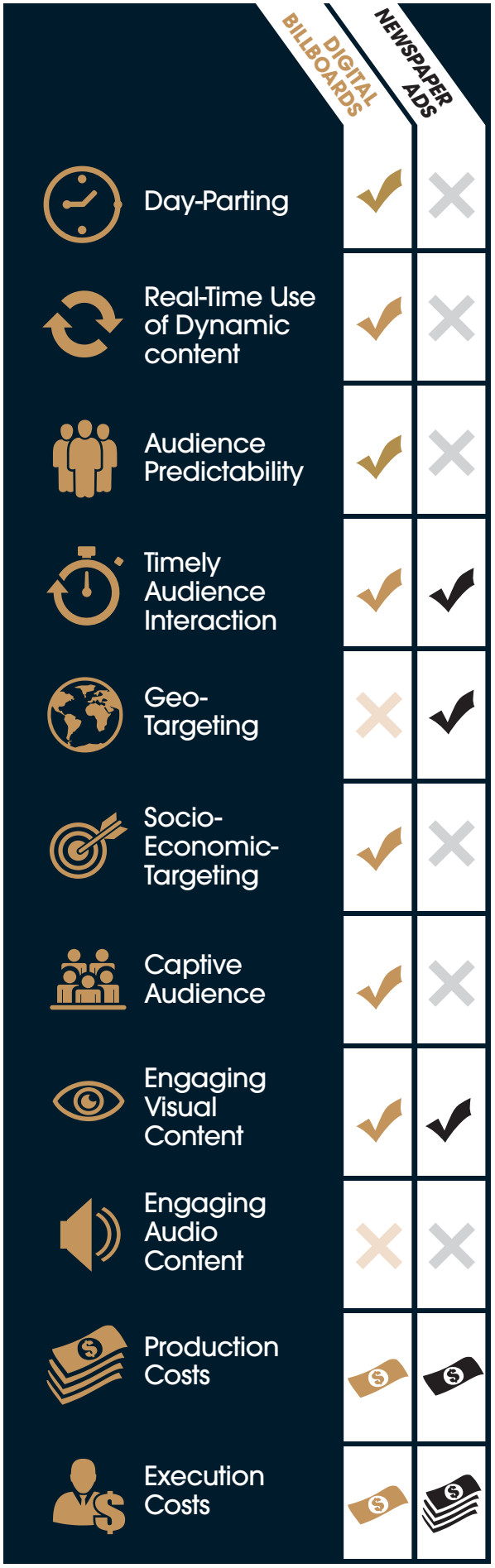
- Broad reach and presence in communities and larger geographic areas
- Printing strategies allow some targeting of specific geographies and customer demographics
- Competitive pricing for advertising options
- Ability to have a presence in homes and businesses that are typically more educated and affluent

DISADVANTAGES *OF* NEWSPAPER ADS

- Relatively high cost for use of color or photography in ads
- According to a recent study by the Pew Research Center, 42% of all readers would barely/not miss their newspaper if it went away
- A tiny percentage of readers are the coveted 18-24 age bracket
- Smaller, individual ads are often lost in the clutter from the other surrounding ads

NEWSPAPER ADS *DO WORK WELL WITH* DIGITAL BILLBOARDS

- Call attention to newspaper advertising to educate consumers of presence and strategy
- Extend the 24-hour shelf life of newspaper advertising for frequency and penetration
- More opportunity to capture audiences where they both research options and make purchase decisions



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DIGITAL BILLBOARDS *VS.* MAGAZINE ADS

Often featuring high production quality, glossy paper, striking images and targeted readerships have typically made advertising in **MAGAZINES** a superior marketing investment. Online consumption of traditional magazine content, which is increasing cover prices and the abundance of advertisements, leaves many advertisements drowning in competitor's ads.

ADVANTAGES *OF* MAGAZINE ADS

- Highly targetable based on demographics, product affinity, geography and lifestyles
- Generally high production quality and the ability to integrate marketing and editorial content
- Ability to target specific geographic printings/editions of the magazine for localized opportunities
- Manageable costs for production and execution of advertisements

DISADVANTAGES *OF* MAGAZINE ADS

- Difficult to track or analyze readership and audience figures for any specific issue
- Fairly short shelf-life (weekly or monthly, typically) with most consumers subscribing to several magazines
- Easy-to-skip advertisements for potential consumers
- Increasing need to integrate editorial-style content which requires a greater level of sophistication

MAGAZINE ADS *DO WORK WELL WITH* DIGITAL BILLBOARDS

- Remind consumers of magazine presence and content strategy
- Extend the shelf life of magazine advertising for frequency and penetration
- Supplement targeted niche readership audience with general consumers for greater overall engagement

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DIGITAL BILLBOARDS *VS.* INTERNET ADS

Since its introduction to American homes and workplaces in the mid 90s, **THE INTERNET** has been seen as the future of all communication. However, it remains mysterious to many marketers and most consumers view the Internet as a tool rather than their only source for information and entertainment.

ADVANTAGES *OF* INTERNET ADS

- Wide variety of tools and options including social media, pay-per-click and web strategies
- Highly targetable based on a variety of characteristics (geography, demographics, etc.)
- Pricing options that are relatively low
- Dynamic content that can be updated and used in real time
- Easy results reporting

DISADVANTAGES *OF* INTERNET ADS

- Without experience and expertise, internet marketing can become overwhelming
- Millions of websites and hundreds of service and content providers can make selection difficult
- Advertising is relatively easy to overlook and avoid
- Truly engaging content can be expensive to produce and distribute

INTERNET ADS *DO WORK WELL WITH* DIGITAL BILLBOARDS

- Easily drive consumers from tool to tool using social media strategies and website URLs
- Begin a story or use a teaser on digital billboards to drive traffic to your website and continue digitally with relatively low overall costs
- Extend overall audience coverage and engagement beyond targeted internet audiences of blanket billboard audience

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