

# *Roadvert Ltd*<sup>TM</sup>

Craig Fuller  
Director – Sales  
[Craig.fuller@roadvert.com](mailto:Craig.fuller@roadvert.com)  
07432 892074

Local Streets Paved With Gold



*Roadvert*



Approved  
Partner



**Road**advert

# Are you utilising all your Council assets?



Approved  
Partner

**Roadvert**

# Who are Roadvert?



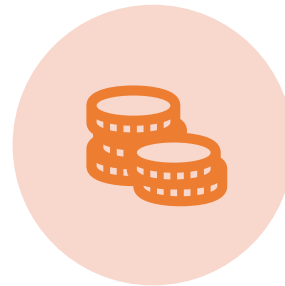
Probably the most dynamic vehicle marketing suite created.



Prediction and verification of the vehicle audiences.



Fast change vehicle graphics can be changed quickly and easily and reused.



Unique revenue generation programme at 'No Cost To Council'



**Roadvert**

# Roadvert Background

Out Of Home (OOH) advertising business for fleets of vehicles.

Over 6000 Spedian systems fitted to both Public sector and Commercial Vehicles.

Environmentally friendly.

The technology to turn vehicles into an accountable marketing commodity.

'No Cost To Council' revenue generation programme

Location aware software that broadcasts information and ads on the move to consumer smart devices.



Approved  
Partner

**Roadvert**

# How Do Roadvert Propose to deliver revenue?

Implement and fit Spedian

Seek advertiser

Install campaigns and adverts

Deliver revenue to the Council

And all this done via our  
.....



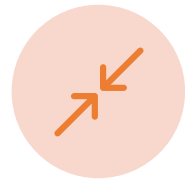
# No Cost To Council Revenue Generation Programme



Creating a new Out Of Home (OOH) Media



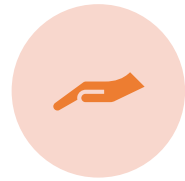
Generating revenue from Refuse and recycling vehicles and street sweepers



Ensuring zero interruption to operating services.



Close agreement on acceptable advertising



Tight Copy Clearance process.



Minimum council personnel involvement .



# Mobile Billboards



**Roadvert**



# *Roadvert*<sup>TM</sup> *MEDIA*



*Roadvert*

# How does Roadvert Media Audience Predictor work?

Unique software developed over five years that predicts a vehicles audience

Roadvert Media software uses statistics from the ONS, DVLA and DfT

Developed for the UK by individual Council areas



**Roadvert**

## Roadvert Audience Predictor Results

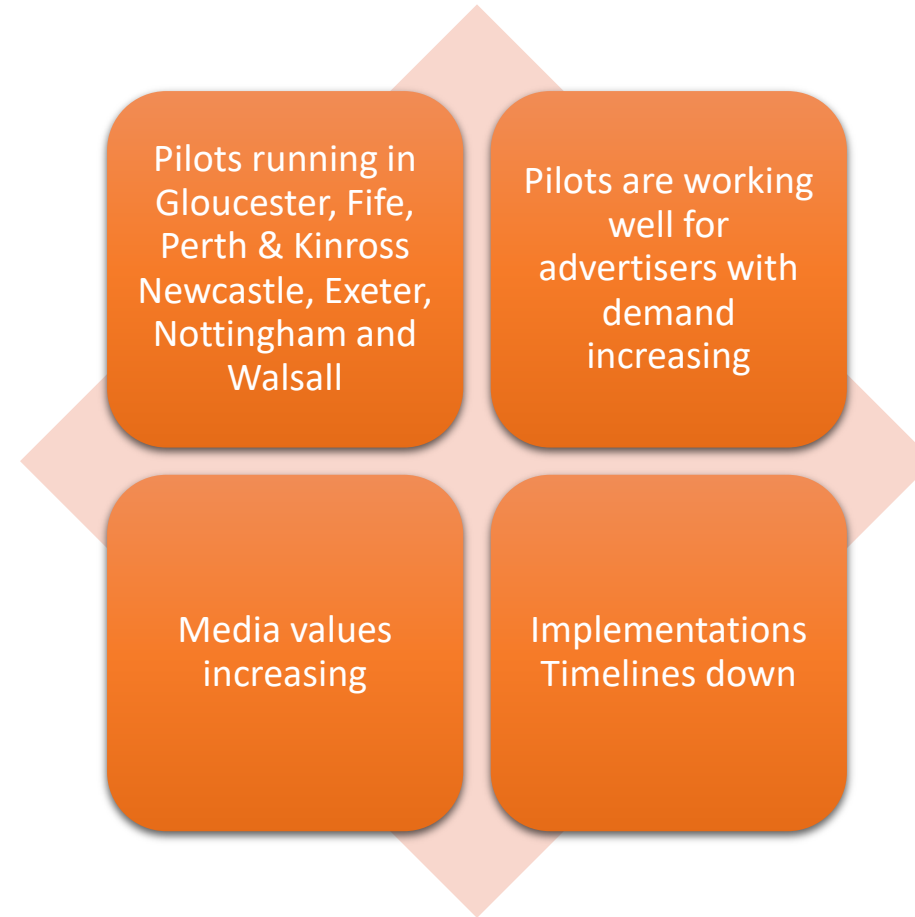
[BACK TO PREDICTOR SEARCH](#)

Region	Fife	?
Region Population	367,260	?
Target Audience (17-70)	255,261	?
Region Households	161,845	?
Campaign Duration	12 week(s)	?
Number of Sides	54 Side(s)	?
Daily Effective Reach (54 Side(s))	12,909	?
Campaign Impacts	1,549,115	?
Frequency	4 View(s) Per Person	?



Approved  
Partner

# So what is happening on the Pilot programs?





**Roadvert**



**Roadvert**

# Enquiries

Up by 24% against  
same period in 2019



**Roadvert**

# Incredible 92% rebook



**Roadvert**



# Advertiser Benefits

Real time visibility and audience reach

Justifiable revenue generation opportunity

Production of banners included in media cost

Difficult for the Audience to 'turn off'

More 'Home Workers'

A mobile 'Yellow Pages' very granular media- as Local or National as you need it to be.

Verifiable media value for vehicles



**Roadvert**

# Council Benefits

No fleet operational interruption

Pre agreement on number of vehicles available.

Free training and certification of council staff to install Spedian banners

Use of banner space if no advertiser is on

Quarterly payments based on agreed value commission structure

Open book accounting

Recycle to new products being used



Approved Partner

**Roadvert**

# Testimonial

## Gloucester City Council

- *“Ads On The Move has really worked very well for our local businesses.*
- *It has given them a low cost advertising platform that is working well for the advertisers.*
- *The Roadvert team deal with everything, which is so important to local authority staff, who have such heavy workloads, giving us a valuable income, without an added workload.”*

## Dawn Fearn Gloucester City Council

## Studio Kitchens

“Since advertising with Roadvert on the side of the bin lorries in our local area we have seen an increase in leads and sales. We have been running our campaign for quite some time and will continue to in the future. Easy to setup & hassle free A+++ “

## Advertising in Fife



**Roadvert**

# Thank You

Craig Fuller

Director – Sales

[Craig.fuller@roadvert.com](mailto:Craig.fuller@roadvert.com)

07432 892074



**Roadvert**