

think big!



This seven page document is an abridged, printer-friendly version of the Gorilla Media website which you can visit at www.GorillaMedia.ltd.uk It's ideal to circulate at meetings, or as an aide memoir. Printed full colour brochures are available from the contacts page of the website, or by calling **0333 121 48 96** at standard BT rates.

big opportunities

“Many a small thing has
been made large by the
right kind of advertising”

Mark Twain (1835-1910) Author

“The medium is the
message”

Mashall McLuhan (1911-1980)
Media Guru

As outdoor advertising contractors, Gorilla Media Limited offers mobile outdoor advertising solutions for retailers, public sector and service companies, charities, political parties, government and many other organisations across the UK, offering a high-impact, cost effective campaigns with a fleet of advertising vehicles including 6-sheet poster Advertising Bikes (AdBikes) 48-sheet poster Advertising Vans (AdVans), and 96-sheet poster Advertising Trailers (AdTrailers) which can be used as either a standalone *guerrilla* marketing tactic, or as part of an outdoor advertising or full media mix.

Following a pre-scheduled route plan specific to the target audience, these mobile advertising billboards, which are always manned, operate in areas giving the greatest exposure to the Client’s message. They are more *targetable* than traditional advertising on billboards, roadside advertising, transport advertising, or other forms of outdoor advertising media.

The static advertising billboard has long been regarded as an effective medium; the mobile billboard advertising offered by a Gorilla advertising trailer, advertising van or advertising bike affords a new dynamic to this proven media, giving flexibility difficult for conventional billboard companies to replicate.

big results

“Half the money I spend on advertising is wasted; the trouble is I don't know which half”

John Wanamaker (1838-1922)
Department Store Pioneer

“It pays for your poster to be a visual scandal”

David Ogilvy (1911-1999)
Founder Ogilvy & Mather Advertising
Author 'Ogilvy on Advertising'

Uses for AdVans, AdBikes and AdTrailers

These mobile billboards can also provide an eye-catching backdrop for PR and promotional launches; enhancing photo opportunities for press or TV coverage. The fleet of advertising vehicles can act as a backdrop to issue leaflets, or a stage post for field marketing personnel in product sampling campaigns. They can operate wherever people congregate – main arterial routes, shopping centres, major sporting fixtures, entertainment events, conferences, exhibitions; delivering the message to the heart of the target market.

- * Store Openings
- * Sale Messages
- * In-store Promotions
- * PR Events
- * Campaign Launches
- * Open Days
- * Exhibitions
- * Competitor Spoiler Campaigns
- * TV Exposure at Televised Events
- * Business-to-Business Targeted Clients
- * Tactical Advertising
- * Awareness Building
- * Membership Procurement
- * Account Pitches
- * Personal Greetings
- * Political Messages
- * In-store Product Availability
- * Product Launches
- * Unveiling Ceremonies
- * Special Events

big benefits

“To become brand leader, you need to behave like a brand leader”

Tom Peters - Lecturer and Author
'In Search of Excellence'

“Advertising is the rattling of a stick inside a swill bucket”

George Orwell (1903-1950)
Author

Benefits of using AdVans, AdBikes and AdTrailers

Each side of the Gorilla AdVan measures 20ft x 10ft (over 6 metres x 3 metres) the size of a standard 48-sheet static billboard. The 96-sheet AdTrailer is twice the length of the 48-sheet measuring 40ft x 10ft and share the same 'A' frame construction on a custom built articulated trailer.

These hard to miss advertising hoardings are ideal for signposting an event and directing visitors to where they need to be. They have even been used on busy streets and commuter routes to divert customers from their original destination and on to the advertiser's location.

Gorilla AdBikes display a pair of 6-sheet posters measuring 1200mm x 1800mm - the same size as a bus shelter advertisement and are more suited to pedestrianised areas with heavy footfall.

Other benefits include:

- Low entry costs for high-impact
- Stand out from other advertising forms
- Available 24 hours a day 365 days a year*
- Divert traffic away from competitors
- Short lead-in time
- Big impression from a *different* medium
- Delivers message immediately before point of purchase
- Target customers where they congregate
- Signpost location on main routes
- Flexible *guerrilla* tactic
- Tactical positioning
- Weight-up static poster campaign in low penetration areas
- Solus placement: message is not competing with other ads or editorial
- Illuminated for evening/winter morning operation*
- Receptive audience with no distractions
- Integral sound system to convey live PA, recorded messages or atmospheric music*
- Ideal backdrop for leafleting or product sampling
- Exposure at televised events
- GPS - for accurate campaign analysis and accountability
- Cost effective - compare the rates against other media

*Additional charges may apply

big returns

“Advertising may be described as the science of arresting human intelligence long enough to get money from it”

Stephen Leacock (1869-1944)
Humorist and Educator

“Advertising is 85% confusion and 15% commission”

Fred Allen (1894 - 1956)
Broadcaster and Satirist

1 day	£425 per vehicle
2 - 6 consecutive days	£340 per vehicle, per day
7 plus consecutive days	£310 per vehicle, per day

- Prices include route planning, between 40-60 operational miles per day, with driver
- All rates relate to both sides of the AdBike/AdVan display
- A full driver's/riders report along with photographic evidence will be submitted at suitable intervals, or at the end of the campaign
- All prices exclude VAT which will be charged at the prevailing rate
- Payment is strictly on pro-forma basis 7-days in advance of the campaign or commissioning of banners
- Prices are based upon operations anywhere within mainland UK no charge is made for positioning. Prices for overseas operations are available upon request
- 96-sheet AdTrailer rates are double the prices quoted above
- Special contract rates available including a limited number of standby (non-date critical) campaigns from £99 per day
- A full set of terms and conditions are available upon request

Banner Production

- Production of 20ft x 10ft reusable AdVan PVC banners printed in full colour and high-resolution (suitable to reproduce photographs) from artwork supplied: £600 per pair 96-sheet 40ft x 10ft: £1,200 per pair
- Production of 1200 x 1800mm AdBike reusable PVC banners printed in full colour and high-resolution from artwork supplied: £150 per pair
- PVC flashes can be used to add impact and minimise production costs. Typically flashes are used for date critical events i.e. "Opening Soon" removing the flash to reveal "Now Open" or for specific store details - address, phone number etc., Flashes cost £150 per pair and can be upto 20% of the banner area
- Production prices include banner fitting and storage between campaigns and environmentally friendly disposal at the end of their useful life

big impact

“Advertising can be like wallpaper; to be noticed you need to be different”

Anon

Banner Design

An artwork specification sheet is available giving all the relevant information needed by designers to prepare banner artwork. Alternatively Gorilla Media offer a top class design service to develop your message from brief to production; prices are typically £250 per concept.

Illuminated AdVans

For even greater impact, Gorilla AdVans offer integral lighting to illuminate each poster side allowing the vehicles to be used through twilight and into the evening, or on dark winter mornings. Selected vehicles also have a built-in sound system so that an audio message or mood music can be conveyed. Please ask for details.

Field Marketing Staff

Professional field marketing personnel are available to issue leaflets, distribute free samples or talk to customers about the featured company, brand, product or service. Please ask your Gorilla Media representative for more information.

Other outdoor advertising solutions available from Gorilla Media:

AdBoat: 96-sheet floating billboard

AdCrew: field marketers with sandwich boards

AdPlane: aerial banner towing/aerial advertising

AdBlimp: helium filled aerial advertising balloon

AdTailer: 96-sheet 'A' frame mobile billboard

AdWindows: striking high street advertisements

AdBalloons: balloon release spectacular

AdCars: branded Minis/Smart Cars

AdBanners: PVC advertising banners

AdWraps: building advertising wraps

Please ask your Gorilla Media representative for more information

call us now on

0333 121 48 96

because it's a jungle out there

e-mail: Sales@GorillaMedia.ltd.uk www.GorillaMedia.ltd.uk

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Notes

A series of 15 horizontal dashed lines for writing notes.
