



Yacht Sail Billboards®



sailingbillboards.com.au®

Copyright© 2003

Overview



- **Outdoor Advertising** is commonly associated with ubiquitous billboards, the reality is that outdoor media covers a broad range of advertising opportunities with varied reach and selectivity.

Introducing - Yacht Sail Sailing Billboards



How do you get **YOUR MESSAGE** to potential customers when there are:

- No freeways super sites
- No roads for mobile billboards
- No buildings for spectacles
- No buses, trams or taxis ?



Yacht Sail – Sailing Billboards®

'I can see clearly now'



- Get your message across uninterrupted space
- Strong **BRANDING** associated with an unique environment
- **FOCUS** is drawn to the Yacht's Sails
- **EYE CATCHING** attention



Customer Satisfaction



- Guaranteed **VISIBILITY** and **IMPACT** your message is visible 7 days a week for as many months as you like.
- High **REACH** and **FREQUENCY** because its **AFFORDABLE**, your message is out there more often and viewed by more people.

Value in the Marketing Mix



- **STAND OUT** from the clutter
- High **RECALL** due to message visibility
- Message **DOMINANCE**



Instant Impact



- Allows **ACCURATE TARGETING**
- You can take your message to your audience
- You don't have to wait for them to switch on the TV / Radio or buy a newspaper



Customer Retention



- Having an **UNIQUE MOBILE** component in your media mix can make the difference for a successful campaign.
- **SUCCESSFUL** campaigns translate very quickly to **SATISFIED CUSTOMERS** and thus:
- ***CUSTOMER RETENTION***

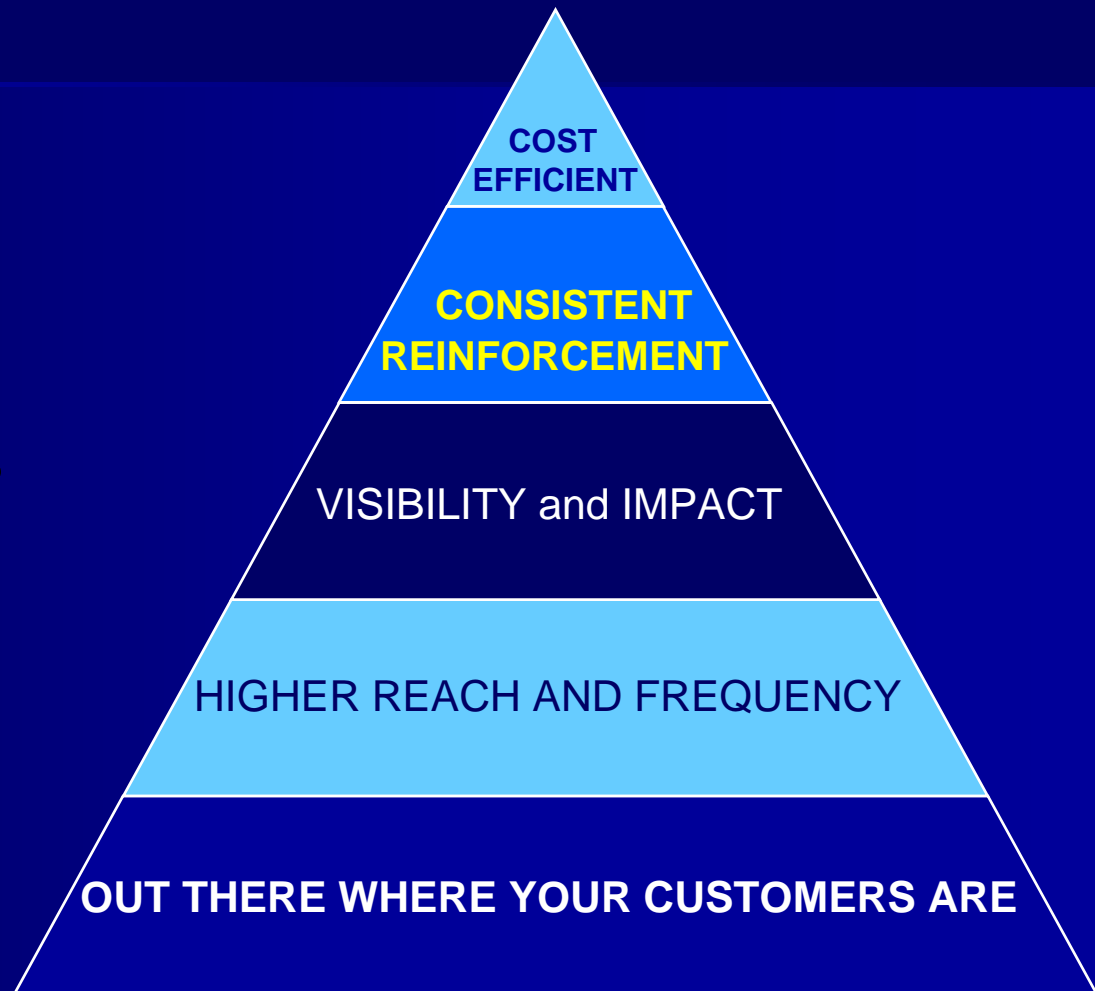


Meeting the Needs

It can't be switched off or tuned out



- **COST EFFICIENT** – greater coverage for your advertising dollar, compared to alternative main stream media.
- Cost per mobile is far **LESS** than other advertising costs.
- Consistent **REINFORCEMENT** of your message.
- Mobile advertising is: **'OUT THERE WHERE YOUR CUSTOMERS ARE'**



Demographics



An index of people who sail and who follow sailing, according to a study by *Octagon Marketing*: www.acurasorc.com/octagon/index.html

- 65 percent of the targeted audiences are ages 25 – 54.
- Males make up 75 percent, females 25 percent.
- Median net worth is \$1,013,986.

Demographics



- Those with a net worth of \$1 million-plus are 51 percent and those with a net worth of \$3 million-plus are 11 percent.
- Those working in professional or managerial positions come in at 53 percent with CEOs at 26 percent.
- University graduates make up more than 75 percent of the target market

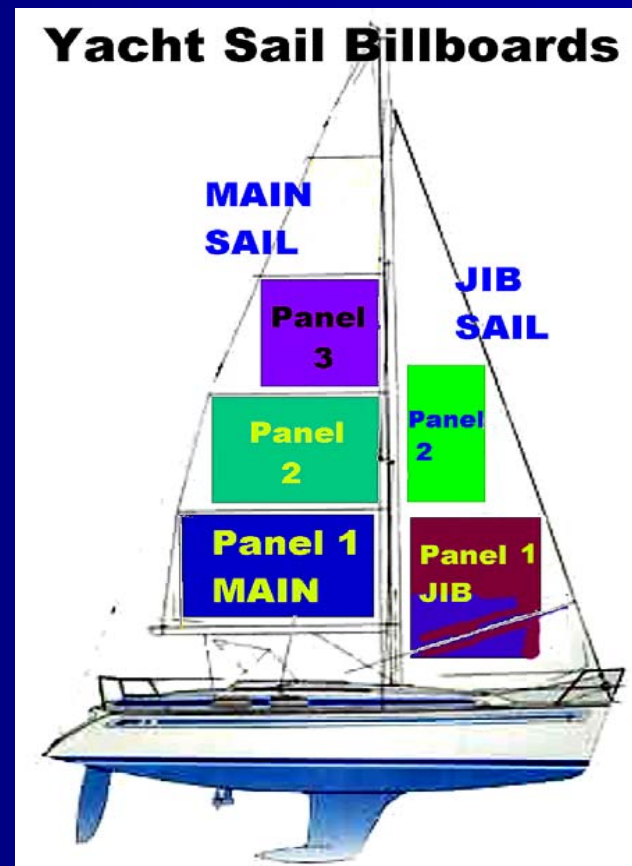
Yacht Sail Billboards

Panel Layout



Individual Panel option as per the sail plan

- Billboards are based on units of 1000 x 2000 (approximately 2.0 square meters)
- Total area 4000 x 2000 = 8.000 sq meters
- Displayed on 2 (both) sides of the sail



Full Sail Option

'Hoist your company up the Mast'



Total **ATTENTION** for
BRANDING

3 Sail Option

- Main Sail
- Jib Sail
- Spinnaker
- Simple
- Eye Catching
- Innovative
- Clear **BRAND**
RETENTION

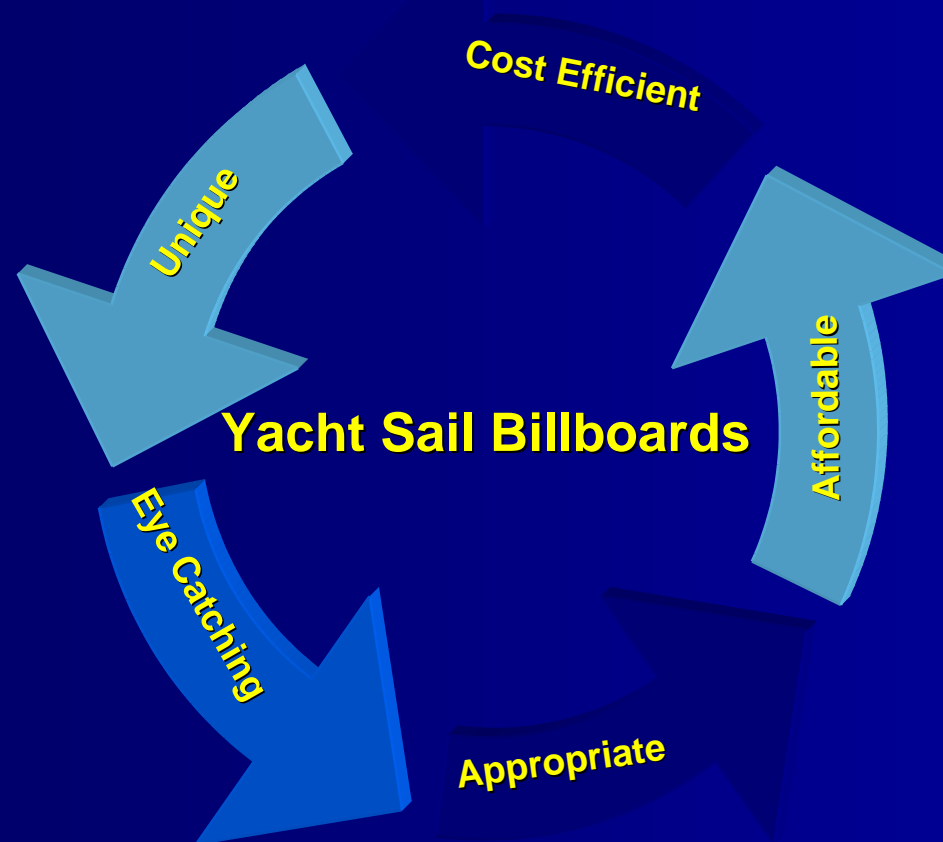


Rate Structure



Day	Monday	Tuesday	Wed'day	Thursday	Friday	Saturday	Sunday
Panel 1 MAIN	250	250	250	250	250	350	350
Panel 2 MAIN	250	250	250	250	250	350	350
Panel 3 MAIN	250	250	250	250	250	350	350
Panel 4 MAIN	250	250	250	250	250	350	350
Panel 1 JIB	150	150	150	150	150	350	350
Panel 2 JIB	150	150	150	150	150	350	350
Combined JIB	250	250	250	250	250	350	350

Our Strengths



Key Benefits



- **COST EFFICIENT** – greater coverage for your advertising dollar, compared to alternative main stream media.
- Cost per mobile is far **LESS** than other advertising costs.
- Consistent **REINFORCEMENT** of your message.
- **VISIBILITY** and **IMPACT**
- Mobile advertising is:
'OUT THERE WHERE YOUR CUSTOMERS ARE'

Next Step



'We'll walk on water for you'

- Contact Information

Tony Legg

Yacht Sail – Sailing Billboards®

www.sailingbillboards.com.au

Email: tonyslegg@iprimus.com.au

Mobile Phone: **0425752745**