



Yacht Sail Billboards®



sailingbillboards.com.au®

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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 spectaculars
- 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**

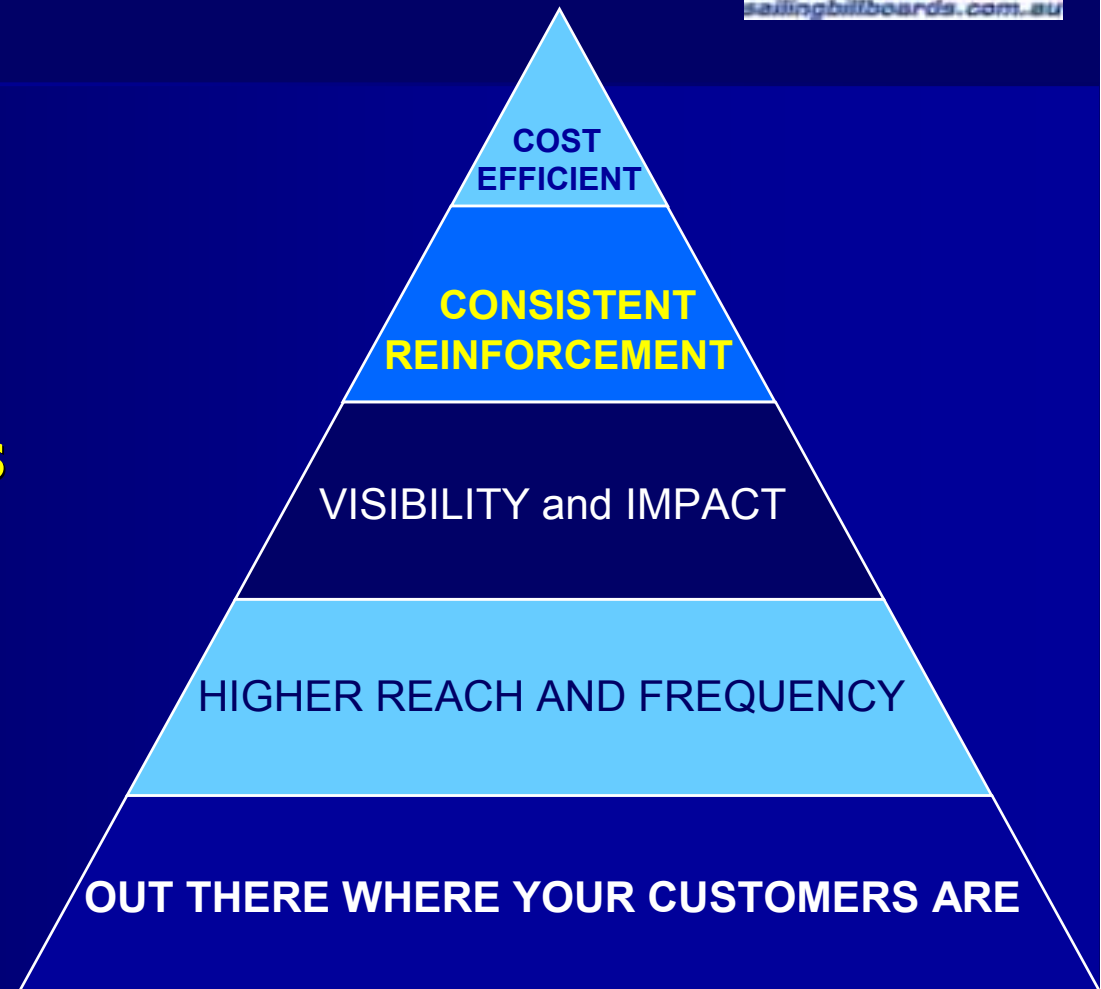


Meeting the Needs

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

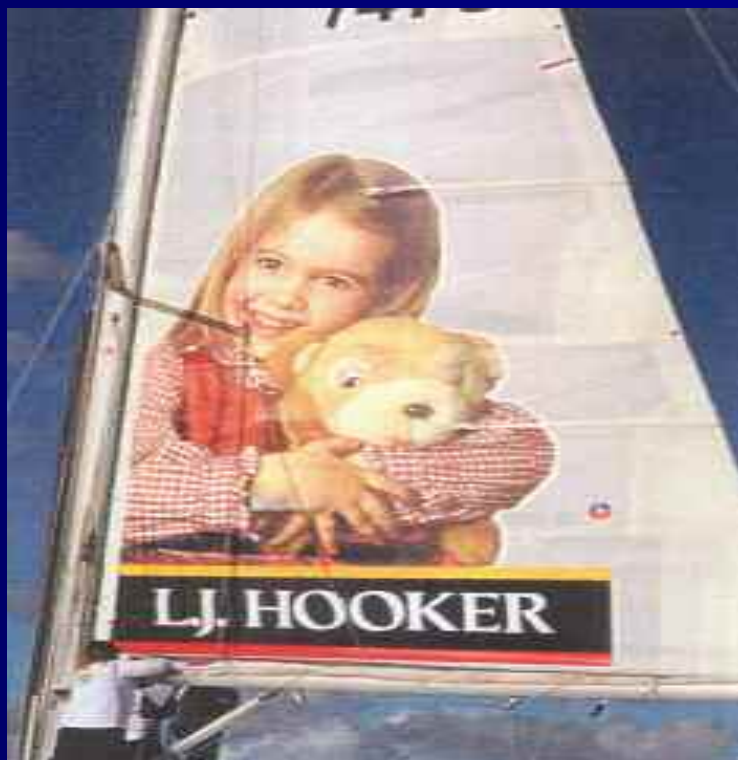


Individual Panel option as per the sail plan

- Billboards are based on units of 1700 x 2850
- (approximately 5 square meters)
- Eg. Panel 1 Main = 2 X 5 sq. meters
- Displayed on 2 (both) sides of the sail



Whole Main Sail Option



- **3 Panel Option – Full Main Sail**

This option allows for extra large advertising opportunities

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

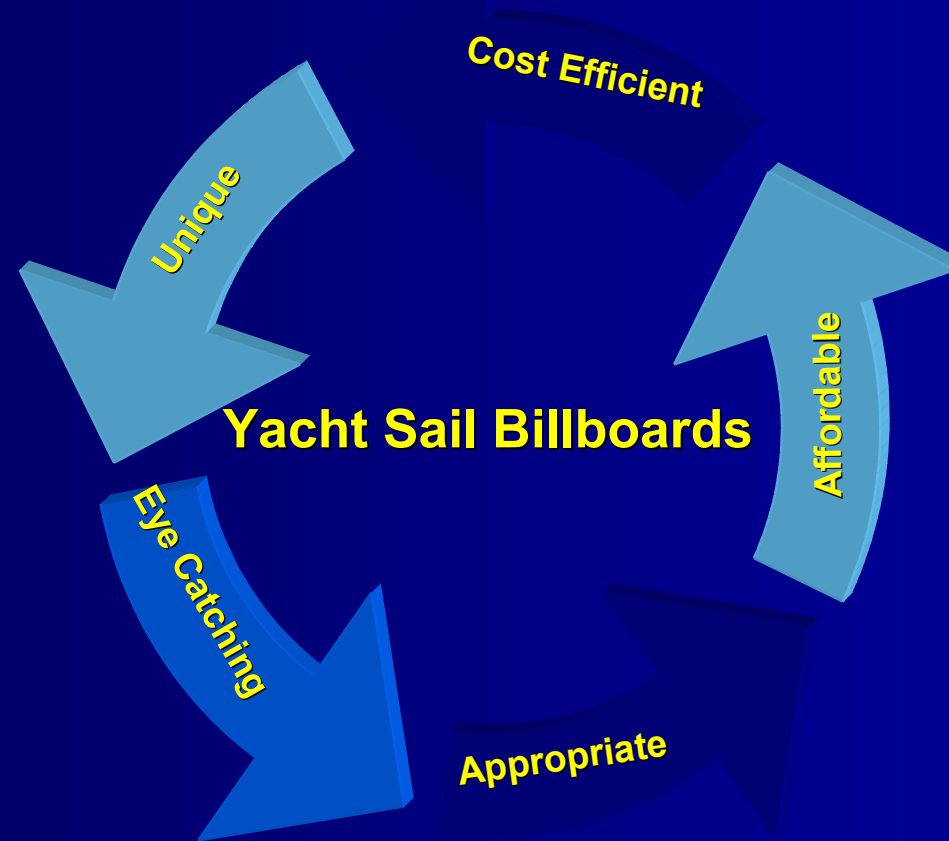


- Each day is based on a 6.5 hour session
- Rate exclusive of production costs
- Rates are per day charges. Discounts apply for 7 and 30 days
- Typically 08:30 – 15:00 and 15:30 – 21:30 During Daylight Saving
- Additional sessions charges @\$100.00 per hour
- Illumination for signs can be arranged
- The above rates do not include GST

AUS \$

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 1 JIB	150	150	150	150	150	250	250
Panel 2 JIB	150	150	150	150	150	250	250

Our Strengths



Key Benefits



- **COST EFFICIENT** – greater coverage for your advertising dollar, compared to alternative main stream media.
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- 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

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