

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





Approved  
Partner



# No Cost To Council Revenue 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 .







# Spedian System™







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



# Roadvert Media Audience Predictor

- 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 Audience Predictor Results

[BACK TO PREDICTOR SEARCH](#)

Region	Bexley	?
Region Population	239,865	?
Target Audience (17-70)	161,085	?
Region Households	93,372	?
Campaign Duration	12 week(s)	?
Number of Sides	6 Side(s)	?
Daily Effective Reach (6 Side(s))	2,064	?
Campaign Impacts	247,665	?
Frequency	1 View(s) Per Person	?



# Enquiries

Up by 24% against  
same period in  
2019



# Pilot programme

- Pilots running in Gloucester, Fife, Perth and Kinross and Nottingham
- Pilots are working well for advertisers who are rebooking.
- Lessons learnt
- Media values
- Timelines



Sales

Incredible 92%  
rebook



# 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



# 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 & Spedian

- 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 Ltd

TECHNOLOGY

PRODUCTS

**Roadvert**  
MEDIA

**iRoadvert**

**Roadvert**<sup>™</sup>  
ADS ON THE MOVE

 **Spedian**  
VEHICLE GRAPHICS CHANGED QUICKLY AND EASILY

 **SpediFlex**

 **Spedian**  
**SuperLite**  
VEHICLE GRAPHICS CHANGED QUICKLY AND EASILY



# 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.



# Lawrence Craig Roadvert CEO

- 30 years in advertising and Marketing
- Built two successful marketing agencies with offices in Glasgow, London and New York
- Invented the Spedian Vehicle graphic System Patent UK 2004 and USA 2005
- Established Spedian brand in the Public Sector market within three years



# 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**



# Testimonials

- **Roadvert gave us the opportunity to explore a new method of advertising our business in our local area**
- If you are running a business and looking for a way to make your presence known, getting in touch with Roadvert should be your next port of call. We have found that our advert has been effective in bringing in new customers who have noticed it when out and about, which was our goal.
- The customer service we have received throughout our time with Roadvert has also been outstanding and reflects just how important customer satisfaction is to the company. We can not speak highly or recommend Roadvert's services enough.
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- **Alex and Lewis Stielow – Sawdust Wood Fuels Scotland**



# Testimonials

- "Advertising on the council recycling vehicles has really helped with awareness of our Tree Hugger & Son Tree Service brand! These vehicles go down every street in our targeted area and enquiries have definitely increased.
- Very affordable targeted advertising"
- **Drew Patterson-(Director)**
- **Tree Hugger & Son Tree Services Limited**
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- "For the **Gloucester Carpet Outlet** gaining brand awareness, this has been one of the most cost-effective forms of advertising we have ever used and are proud to see our branding driving round."



# **Roadvert Ltd**™

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