

Current Issue

[SAVE](#) | [EMAIL](#) | [PRINT](#) | [MOST POPULAR](#) | [RSS](#) | [REPRINTS](#)

Marketing On The Road In Los Angeles

March 12, 2007

Marketers know effective advertising reaches people where they live, work, play and shop. And in Southern California, where the average consumer spends 3.5 hours a day behind the wheel, that also means where they drive.

Which is the idea behind Mobile Vision Marketing, Los Angeles, where billboards are prohibited on 90 miles of highway, said Steve Pollack, CFO and co-founder of the venture with his son Blake, who serves as president. "This is a new way for a company to promote its name or brand. People can't miss it; it's so big," the elder Pollack claimed.

A study by Arbitron shows that mobile advertising reaches virtually all demographics as 96% of Americans travel in a vehicle each week. In addition, 35% of heavy commuters come from households earning \$75,000-plus. One of the best places to reach them, naturally, is on the road.

Mobile Vision Marketing contracts with fleets of trucks that it outfits with frames, then attaches ad messages printed on heavy vinyl. The trucks either run their normal routes where they expose ad messages with a high level of frequency or advertisers can target specific zip codes and locations with a customized plan

covering 120-150 miles each day.

Clients, which have included radio station KRBV-FM and Delightful Deliveries, an Internet-based gift basket retailer, pay about \$3,500 for a four-week run and as much as \$25,000 for dedicated trucks. Either way, it's brought new meaning to the term "brand-driven" marketing. —S.O.

Program: Out-of-home marketing

Marketer: Mobile Vision Marketing, Los Angeles

Key players: Steve Pollack, CFO/co-founder; Blake Pollack, president/co-founder

[SAVE](#) | [EMAIL](#) | [PRINT](#) | [MOST POPULAR](#) | [RSS](#) | [REPRINTS](#)[SUBSCRIBE TO BRANDWEEK](#)