

move

with Pageline.



OVERVIEW

Moove is a mobility fintech offering an integrated vehicle financing service for mobility entrepreneurs, in partnership with Uber Ghana. Renowned for its Suzuki Espresso fleet, Moove gained popularity during its launch in Accra and maintains a notable presence across the Greater Accra region.

Pageline Concepts is a Marketing Communications agency authorized by Moove to manage advertising spaces on its pool of cars.

With a pool of 700+ cars, we are giving businesses an opportunity to get their advertising messages out in the streets of Accra in a truly impactful way. With branding opportunities on the uniquely visible set of cars, your message is surely going to reach its intended audience.



THE OFFERING

- ✓ Branding opportunities on vehicle exterior
- ✓ Lighted box on top of vehicle
- ✓ Over 700 vehicles primarily in the Greater Accra region (often extends to nearby regions as well).



BENEFITS TO YOU

High-Recall OOH

Increase In Conversion

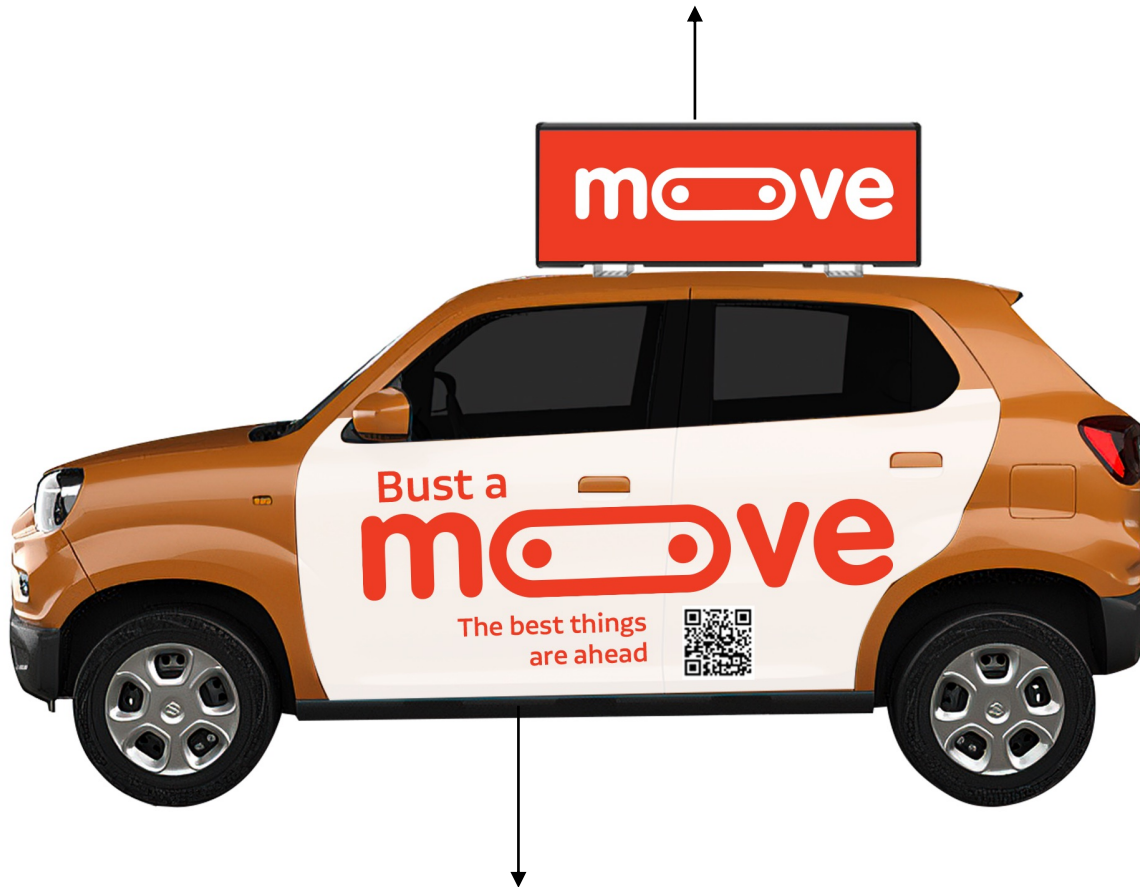
ADDITIONAL FEATURE

Takeover specific road segments at specific times through an extra mobility feature in partnership with the ride hailing service (Uber). Send our fleet to dominate an event center or a specific part of town.



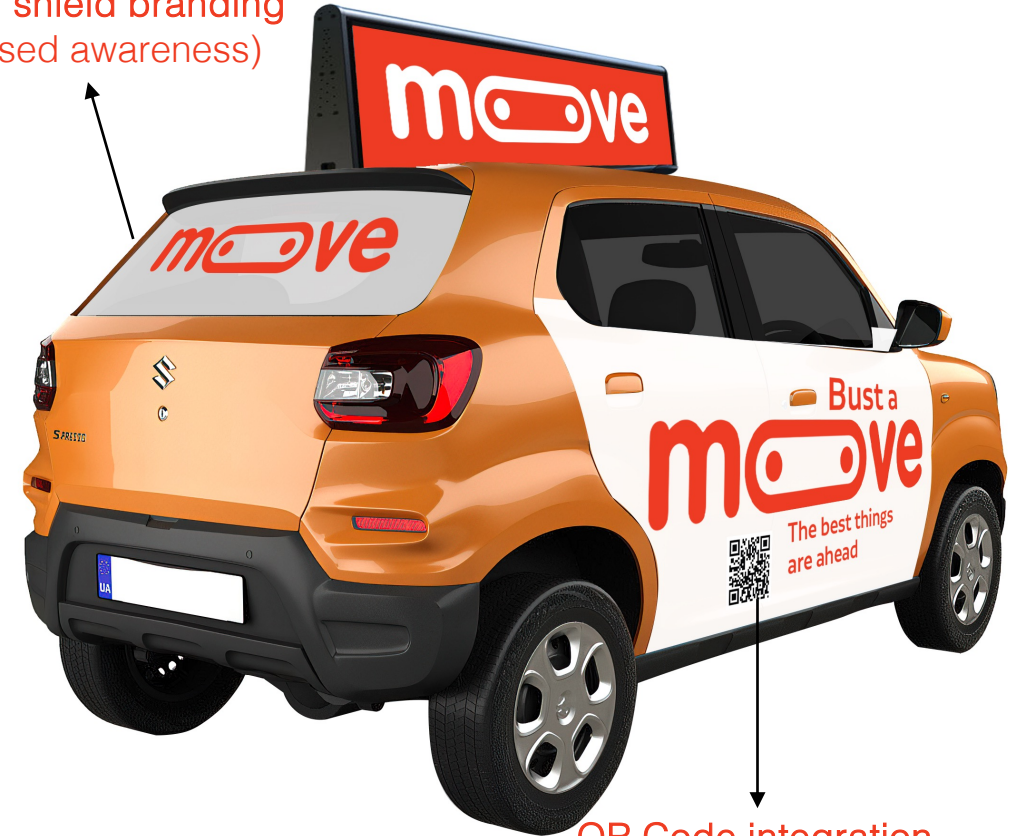
BRANDING OPPORTUNITY

Lighted box (reserved for the logo of the advertising brand)



Door Branding (Main artwork goes here)

Rear wind shield branding
(for increased awareness)



QR Code integration



O - to - O Strategy

For a truly holistic and immersive Offline to Online campaign experience, we suggest the use of custom QR codes to drive traffic to your online properties (Websites, landing pages, social media pages, etc.).

We recommend that a QR code be embedded in the artworks, then a landing page be created and linked to said QR code to help consumers get more information about what is being advertised on these vehicles.

We believe that this would make the advertising experience even richer for both audiences and clients.



COST & PACKAGES

GHC 2,000 Per Car
Duration: 1 Month
Minimum order: 20 cars

Standard Branding

LR/FB Doors
Rear Window
Lighted Box

LR/FB

Left-Right Door
Front-Back Door



Additional Services (Charged Separately)

Landing Page Development

A standalone web page, distinct from your homepage or any other page, that serves a single and focused purpose. We will develop a landing page that gives a bit more detail about the ad/campaign/message and redirects visitors to your social media pages, blog or website proper.



Contact Pageline Concepts on
0244588471, or send us an email at
cecil@pagelineconcepts.com to book
your ads.

Thank You!

