



LOOKING FOR VISIBILITY FOR YOUR BRAND? WANT YOUR MESSAGE SEEN AROUND TOWN?

At Mobile Advertising our buses are on the road
18 hours a day 365 days a year...
We can Design, Organize and Implement
an Effective Advertising Campaign for your Business.
To Be seen in all the right places.

Give Your Company The Visibility It Deserves!



ALL DAY.. ALL NIGHT.. ALL OVER PATTAYA..

MOBILE ADVERTISING
Unit 225/483-484,
Duck Square, 225 Moo 10,
South Pattaya Rd,
Nongprue, Banglamung,
Chonburi 20260,
Thailand.

www.baht-bus.com

1 - INTRODUCTION

1.1 Mobile Advertising

Mobile Advertising was established in 2001, in response to an urgent need from established businesses in the Pattaya area. Business owners felt the available advertising channels were far from adequate, to attract a fair portion of the huge year round tourist and expatriate population. Existing newspapers, booklets and television advertising were limited due to their nature. Each existing advertising medium is dependent on a tourist or visitor happening upon them, therefore having to be in the right place at the right time. *Mobile Advertising Changed This!!*

1.2 Our Product in Brief

From the company's inception Mobile Advertising have been providing a new and unique product which is not dependent on tourists and expatriates either buying or traveling to selected establishments. Mobile Advertising has an agreement with the Song Taew (Taxi) association of Pattaya, which allows them to place advertising on both the inside, and outside of their vehicles. The advertising is professionally mounted using custom made frames.

1.3 The Pattaya Song Taews

A Song Taew is the Thai name for the licensed Pick-up truck, which has been converted to carry passengers, and is hailed from the street. The Song Taews in Pattaya are used by locals, expatriates and tourists alike. There are no local buses or traditional taxis so the Song Taews provide an important service. The Song Taews are capable of carrying in excess of twelve passengers and are operational for an average of eighteen hours per day (two-driver shifts). Some of the main characteristics, when using Song Taew advertising are as follows:



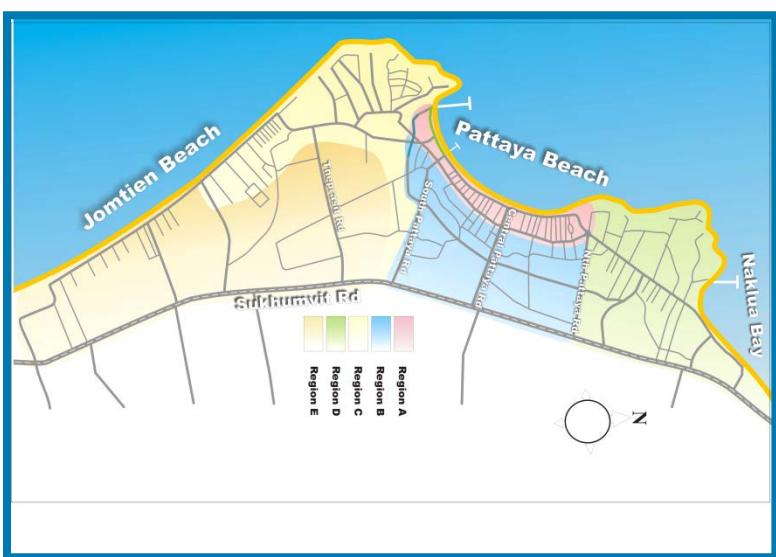
- a) Each vehicle is operational for an average of eighteen hours per day, seven days a week, all year round.
- b) Song Taews are both safe and easily affordable, so achieve very high customer numbers.
- c) Vehicles can be easily seen at all locations throughout the city. Tourists, Local Thais and Expatriates all use the service.



2 – MARKET PENETRATION

2.1 Advertising Exposure

Mobile Advertising effectively reaches both the tourist mass market and expatriates alike, successfully encompassing all areas of Pattaya City. These areas include hundreds of hotels, tourist attractions, entertainment venues, shopping malls, restaurants and bars. A mobile advertising campaign will have a huge impact at street level, being viewed by Pedestrians, Vehicle Drivers, Vehicle Passengers and Song Taew customers (*using the service*).



This media format reaches the mass market irrespective of native language or nationality, because the vast majority of persons purchase publications in their own language. Mobile Advertising is free and for all to see. A Campaign of just 50 Song Taews has the potential to be viewed by more than 200,000 persons per month, excluding traffic, pedestrians and others within view.

2.2 Mobile Advertising Customers

Our current customer base is particularly diverse and includes many of the cities principal companies. Among them are hotels, restaurants, entertainment venues, insurance & finance, travel & tourism, sports & leisure and real estate companies.

Many of today's customers have been with Mobile Advertising from the very start, which is testimony to the product and the way Mobile Advertising is operated.



Comments are always encouraged and welcome as we recognise that customer feedback is a vital component of our continual improvement process.



Although it is impossible to state that all past customers have been totally satisfied with our type of advertising, it is understood that the vast majority have achieved their goals and business objectives.

Here are a few of the most common benefits stated by customers.

- Improved product or service awareness.
- Revenue growth.
- Increased customer turnover.
- Improved location awareness.
- Significantly higher numbers of enquires.
- Customers arriving Direct to the door via the Song Taew.
- Reduction in advertising budget whilst improving or maintaining visibility.
- Increased Target Audience.



3 – ADVERTISING POSITIONS & PRICES

3.1 Total Wrap – available with integrated brochure dispenser

All advertising positions of
the Baht Bus, for your
exclusive use.



Tel: 093-365-9000
Mobile: 089-289-4286
Email: info@baht-bus.com



Optional Brochure/flyer Dispenser

Display your promotions, special events, menus & more ...

FREE OF CHARGE

Total Wrap - 4,000 Baht per bus per month **

** Discounts available for larger advertising campaigns.



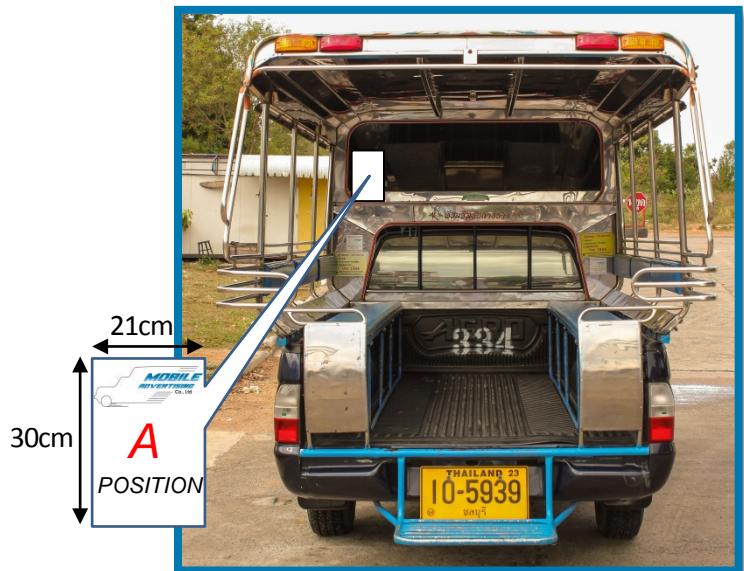
3.2 Individual Positions

'A' Position

200 Baht per bus per month

Size 21cm x 30cm.

1 position inside, behind the driver

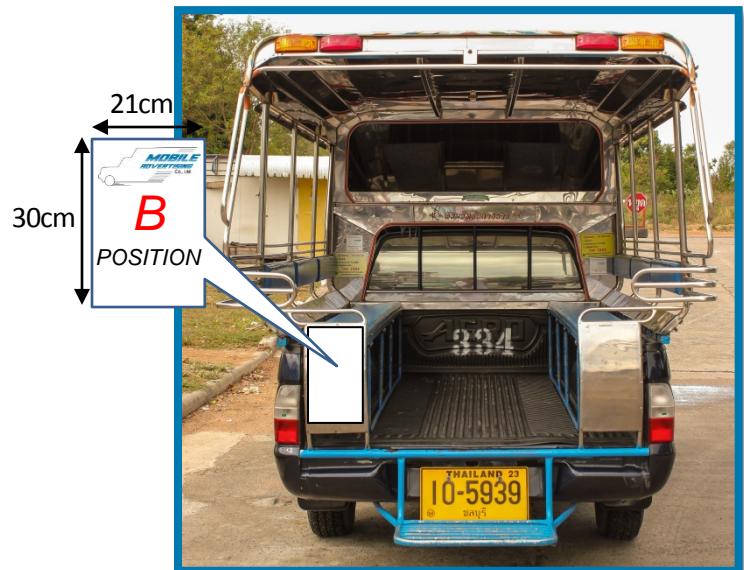


'B' Position

450 Baht per bus per month

Size 21cm x 30cm.

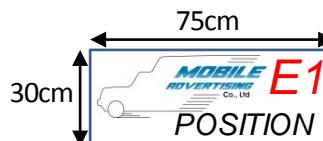
1 of 2 positions on the rear of the bus where passengers embark/disembark.



'E1' Position

500 Baht per bus per month

Size 75cm x 30cm.



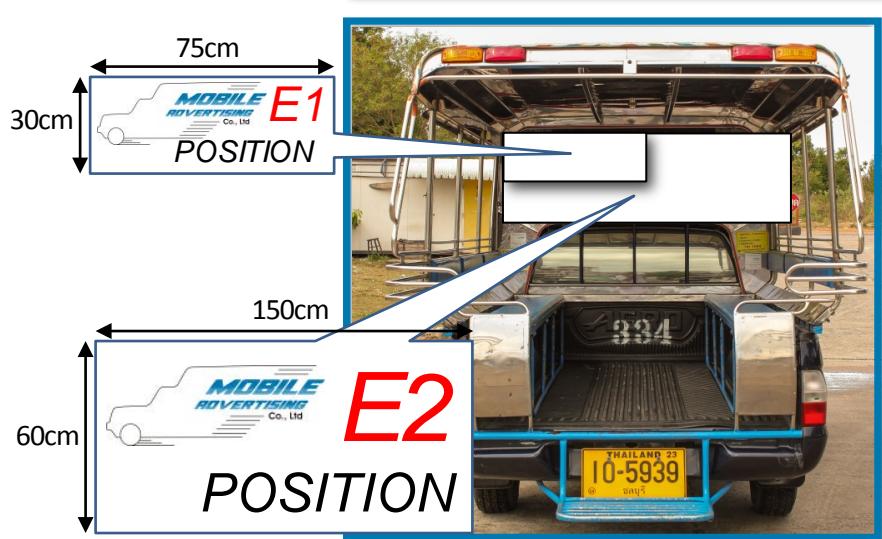
'E2' Position

1,200 Baht per bus per month

Size 150cm x 60cm.

Whole position for exclusive use.

(Optional free brochure dispenser)

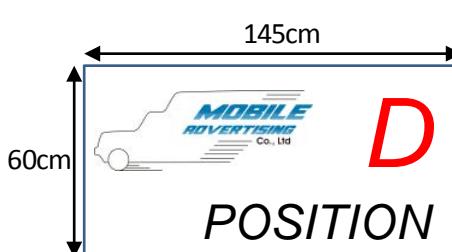
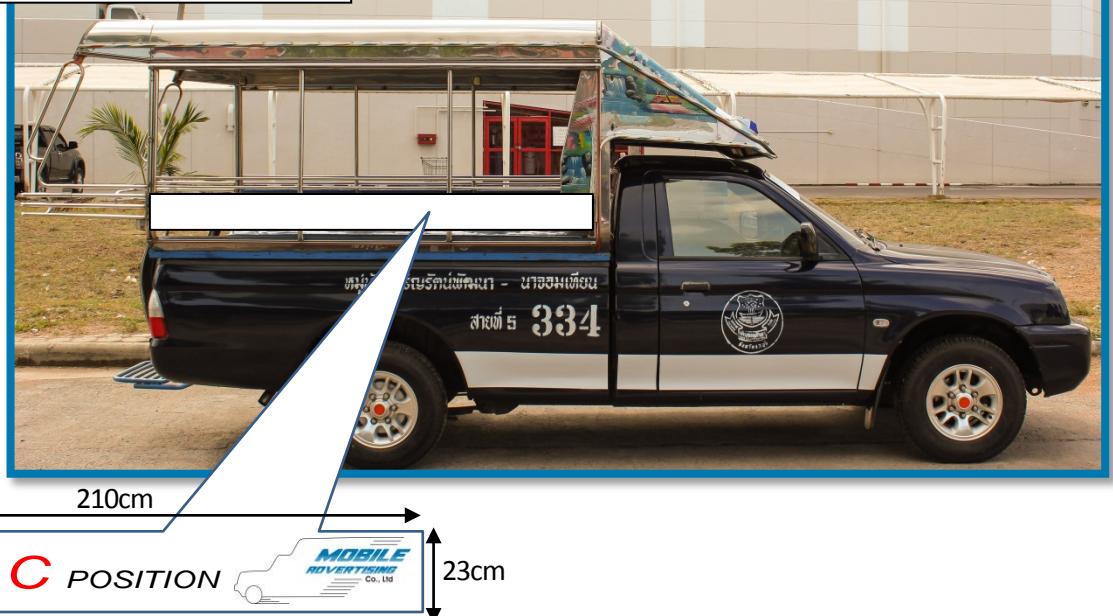


'C' Position

1000 Baht per bus per month

Size 210cm x 23cm.

1 of 2 positions on the side of the bus.



'D' Position

900 Baht per bus per month

Size 145cm x 60cm.

1 positions at the front, above the drivers cab.



Tel: 093-365-9000
Mobile: 089-289-4286
Email: info@baht-bus.com

4 – CUSTOMER TESTIMONIALS



September 28th 2004

TO WHOM IT MAY CONCERN

We have been asked to provide this testimonial on behalf of Mobile Advertising Company.

Our working relationship started in 2002/2003 when we experimented with advertising on the Baht taxis with advertisements on the outside left panels to increase the awareness of the Hard Rock Cafe on Beach Road. We have since migrated to a new generation of advertising on the front of 30 Baht taxis.

We have found that it generated awareness of our existence leading to better patronage of the Cafe especially from tourists and the expatriate community living in Thailand.

The working relationship with Mobile Advertising Company and its representative, namely Patrick Collins, has been very good, honest, timely and flexible.

We have no hesitation in recommending their services to anyone thinking of exploiting this medium of advertising.

Keep Rockin' !
A handwritten signature in black ink, appearing to read "Andrew Khoo, Mhcima". The signature is fluid and cursive, with a long horizontal line extending from the end of the "i" in "Rockin'" across the page.

Andrew Khoo, Mhcima
GENERAL MANAGER
HARD ROCK HOTEL PATTAYA
Mobile: 01-782-0241
Email: Andrew@hardrockhotels.net

Sales office : 889 Thai CC Tower, Suite 257, 25th Floor, South Sathorn Road, Bangkok 10120, Thailand Tel.: +66 2 6739041-3 Fax: +66 2 6739044
Hotel : 429 Moo 9, Pattaya Beach Road, Chonburi 20260, Thailand Tel.: +66 38 428755-9 Fax: +66 38 421673
visit us at www.hardrockhotelpattaya.com e-mail: inquiries@hardrockhotelpattaya.com



Tel: 093-365-9000
Mobile: 089-289-4286
Email: info@baht-bus.com



City Garden Pattaya Co.,Ltd.
296/17 M.10 Pattaya Second Rd.
Nhong-Prue, Banglamung, Pattaya
Chonburi 20260

City **G**arden **M**arketing **P**hilosophy...

Profile your customers... Who are they? Where are they?
Answer, tourists from North Pattaya to Jomtien Beach.
How do we get our message to our customers, simple,
The Local Baht Bus Taxi's

Every tourist will see a Baht Bus and almost every tourist
will use one during their holiday, and for most locals its their
main form of transport.

For us at City Garden the Baht Bus Advertising is the most
effective way of getting our message to our customers and
we have had many inquiries and sales.

Why spend money on advertising if only a small portion of
your customers get to see your message?

Jon Gibbons

City **G**arden **P**attaya
Sales and Marketing Manager
City Garden Pattaya Co.,Ltd.
296/17 M.10 Pattaya Second Rd.
Nhong-Prue, Banglamung, Pattaya
Chonburi 20260

Shining Light Business Co., Ltd. www.citygardenpattaya.com
296/17 M. 10 Pattaya Second Rd., Nongprue Banglamung Chonburi 20150 Tel.: 038 416 690 Fax: 038 416 689





The Blue Factory Company Limited
บริษัท เดอะบลูส์

Pat Collins
Mobile Advertising
Soi Potisan
Moo 10
Banglamung, Nongprue
Chon buri 20260

18/02/03

Dear Pat

Just a quick note to give you my thanks for all the help your Baht Bus advertising has given the blues factory, And for the great ad and prompt service your company have provided.
Since advertising with you we feel that our customer base has defiantly grown and I have personally had customers telling me that they had seen the ad whilst traveling on the baht buses.
We have only been in your buses for just 2 months and I can honestly say that I will be looking to expand the number of buses we are in in the very near future, I only wish that your company had been doing this since the club opened 2 years ago.
Also I give my thanks for location of the ad as although I rarely travel on baht buses I have seen the ad both in the daytime and night time whilst riding my motorbike past the buses in traffic.
Lastly I would like to thank Mobile Advertising for all the help you have given us and I highly recommend your services to anyone who has or is thinking of running a business in Pattaya.
Thank You

Yours Sincerely


David Withers
The Blues Factory Co Ltd

**131/3 หมู่ 10 ซอยลักษณ์สตราท ถนนนาคกังสตรีห ตำบลหนองปรือ อำเภอบางละมุง
จังหวัดชลบุรี 20260 โทร. 038-410162**





23rd June, 2010

Dear sir/madam,

It is with pleasure I write this true and accurate testimony for Mobile Advertising pty. Ltd.

I have been privileged to have known and have business relations with the MA group for approximately four years, in that period they have proven to be a more than adequate in a long line of services I have required.

The MA group have proven time and time again that they are dependable and very helpful, all the way from the design stages to the final delivery of the product, in many cases I have set them strict time scales and have never failed to deliver on time and on budget.

The products and services I have had required range from, welcome boards, business cards, banners, signage, photo prints, etc. The number one service is without a doubt the baht bus advertising, I have outstanding feedback from my customers about the advertisements and it has been more than beneficial to my business. I have 20 buses already in service and soon too expand into the television full wrap buses in the near future.

The MA group have a very successful and well run operation, with very competitive rates, great service and products, with very approachable, helpful and professional staff. I look forward to continue working with the MA group for as long as I have any business in Thailand that requires any form of advertising.

Yours truly,

Jason McDonald
Champagne agogo
(M.D. JTMac Enterprises pty ltd)



Tel: 093-365-9000
Mobile: 089-289-4286
Email: info@baht-bus.com

HILL VIEW VILLAS

340/27 m.10 T.Nongpure A.Banglamung Chonburi 20150

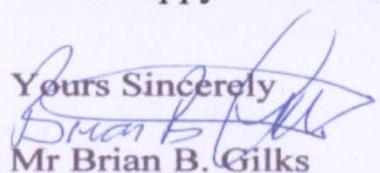
Dear Mark

Mobile Advertising Co.Ltd

As you know, we initially started to advertise our Hill View Villas project on three of your Total Wrap song taws, after receiving a good response, we then increased that number to six Total Wraps.

We are very pleased with the visual appearance of our campaign, by using all the positions available on the song taw, passengers and pedestrians cannot avoid seeing Hill View Villas, this ensures we reach any potential customers.

We believe this has been the most effective form of Advertising we have done to date, and have sold units directly from it. We are happy to recommend Mobile Advertising to others.

Yours Sincerely

Mr Brian B. Gilks

