



Media pack



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Media pack

# visual

be attention seeking

# audio

be heard

# lighting

be bright

# promotional

be visually impressive



# memorable

be inventive; be creative

# targeted

Be everywhere  
and anywhere

# exposure

be mobile

# hype

be part of the buzz

# edgy

be one step ahead



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# Create an impact



**The Clear Idea** will provide an unrivalled level of exposure, whether parked up on show at Festivals or lapping busy urban areas and High Streets.

Our lorry cannot fail to attract attention and turn heads with it's stage show lighting and sound system.

**The Clear Idea**, the ultimate mobile showroom, came through it's maiden voyage with flying colours, so is now fully up running and ready to hire!

Our Mercedes-Benz Atego lorry not only looks fantastic but also provides a large prime advertising space waiting to be filled with your exciting new products and visual displays, and can literally be driven directly to your target audience!



# production

## 'Production Plus'

'The Clear Idea' is pleased to be working in conjunction with Production Plus. Production Plus are our recommended 'truck fitting' suppliers and are able to offer you a full design and build service, taking either conceptual ideas or comprehensive plans to a 2D or 3D display.

Production Plus offer a full service and will manufacture, source props, install, and ultimately remove the visual display. They will also store your display for future usage on a staggered or repeated campaign.

As no two campaigns or ideas are ever the same this is a bespoke service and as such, talking to them, to discuss your initial concept will allow your ideas to develop!

Whether your campaign is mobile, taking place on the streets, or as a static display at several strategic locations, the service that 'Production Plus' Offers will make your ideas - Clear ideas!

For more information, please contact: [0203 3846975](tel:02033846975) or [sales@theclearidea.com](mailto:sales@theclearidea.com)

## Dimensions



Height : **2.25m**  
Length : **6.0m**  
Width : **2.4m**



Door Width : **2.0m**  
Door Height : **1.9m**



Tail Lift Width : **1.5m**  
Tail Lift Length : **2.0m**  
Lifting Weight : **1 tonne+**



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## prices

### hiring

**Weekend Hire:** Thursday - Sunday (one full day for installation, one day to disassemble)

**Weekly Hire:** Monday - Sunday (one full day for installation, one day to disassemble)

**Hours:** 8hrs per day (flexible hours)

**Location:** The lorry can be transported to any location throughout the UK / Europe

**Installation:** The client is responsible for all installation, build and production costs

### costs

<b>Weekend</b>	£7,250
<b>One Week</b>	£10,750
<b>Other</b>	TBC
<b>Production?</b>	TBC

### HIRE OF LORRY INCLUSIVE OF:

- DRIVER
- FUEL
- INSURANCE
- MAINTENANCE
- TRANSPORT MANAGEMENT

NB: All prices are exclusive of VAT

All costs are based on promotional activity based in and around London and up to 100 miles fuel consumption per day. There may be additional costs incurred depending on the vehicle being transported to different locations.





## contact

If you have any enquiries or questions please don't hesitate to drop me an email or pick up the phone...

### contact

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