



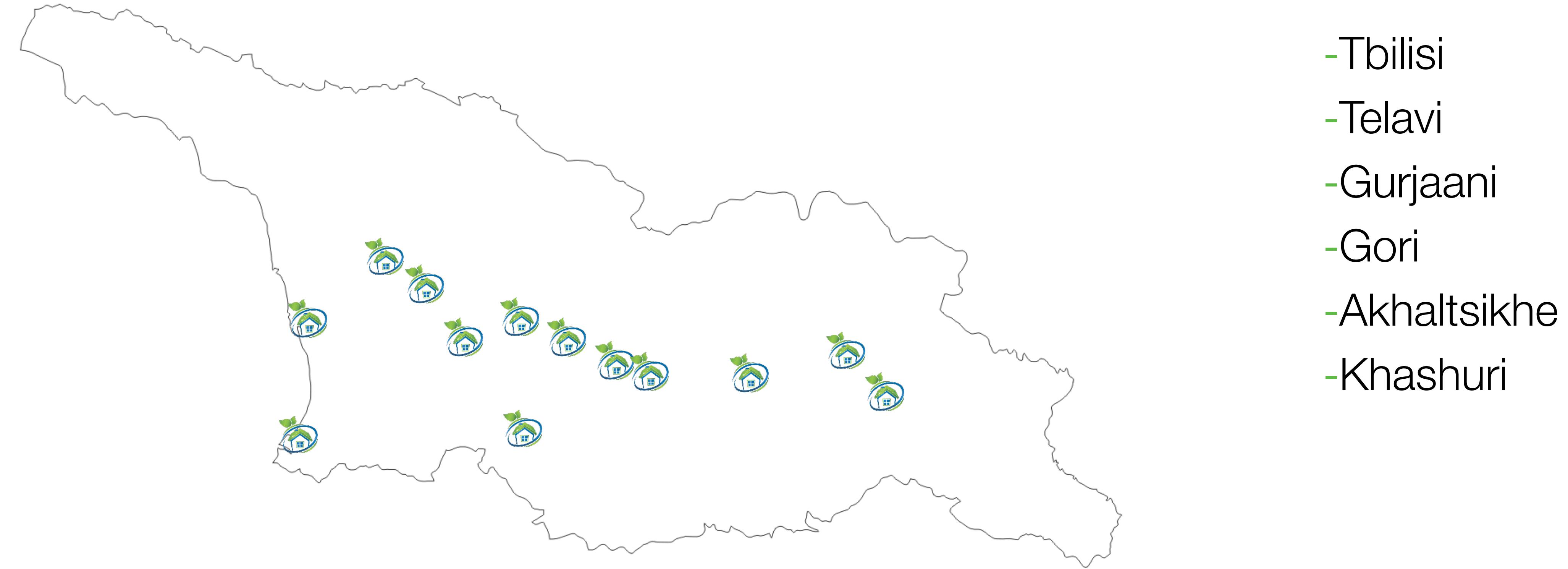
Clean House Integrated Marketing Channel

03.11.2016



The largest DOOH network in Georgia

- Senaki
- Batumi
- Poti
- Kutaisi
- Zugdidi
- Samtredia
- Zestafoni



13+

Regions

61+

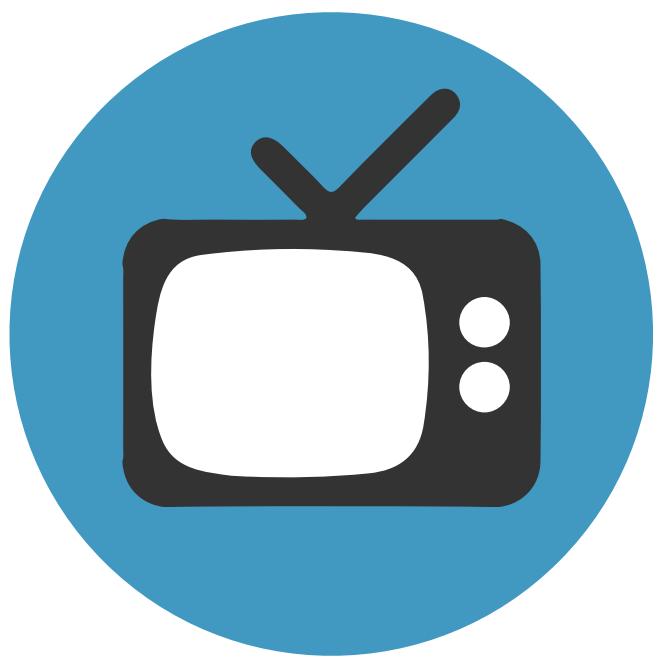
Retail Screens

25

Taxi Top LED Screens



Marketing channel challenges



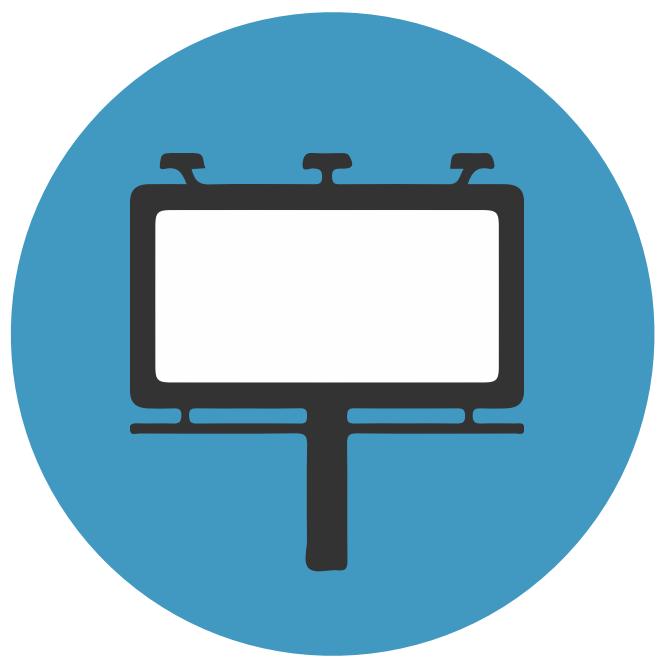
TV

- High prices
- Channel shortage
- Falling viewers



Radio

- Non actionable
- Non rich media
- Distracted audience



OOH

- States content
- Bad allocation
- Damageable

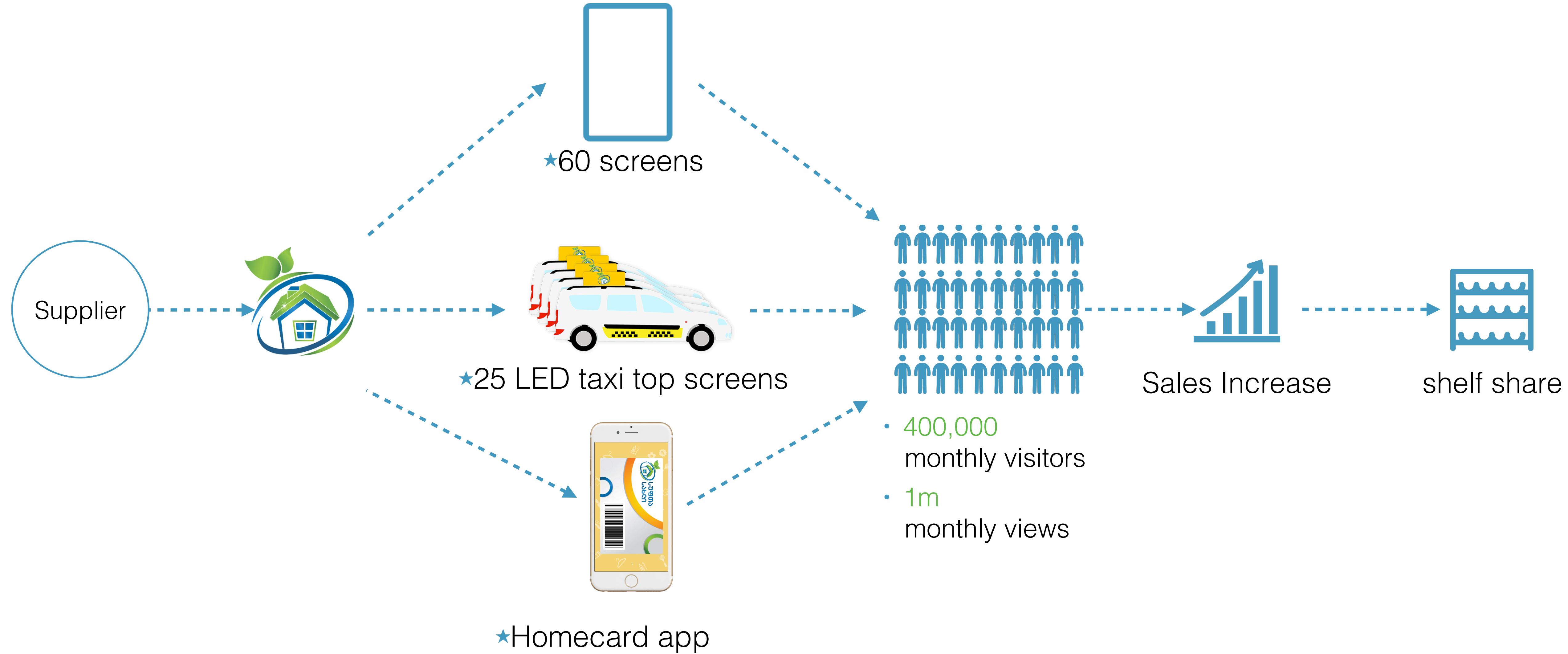


Internet

- Online fraud
- Low CTR
- Ad blockers/filters

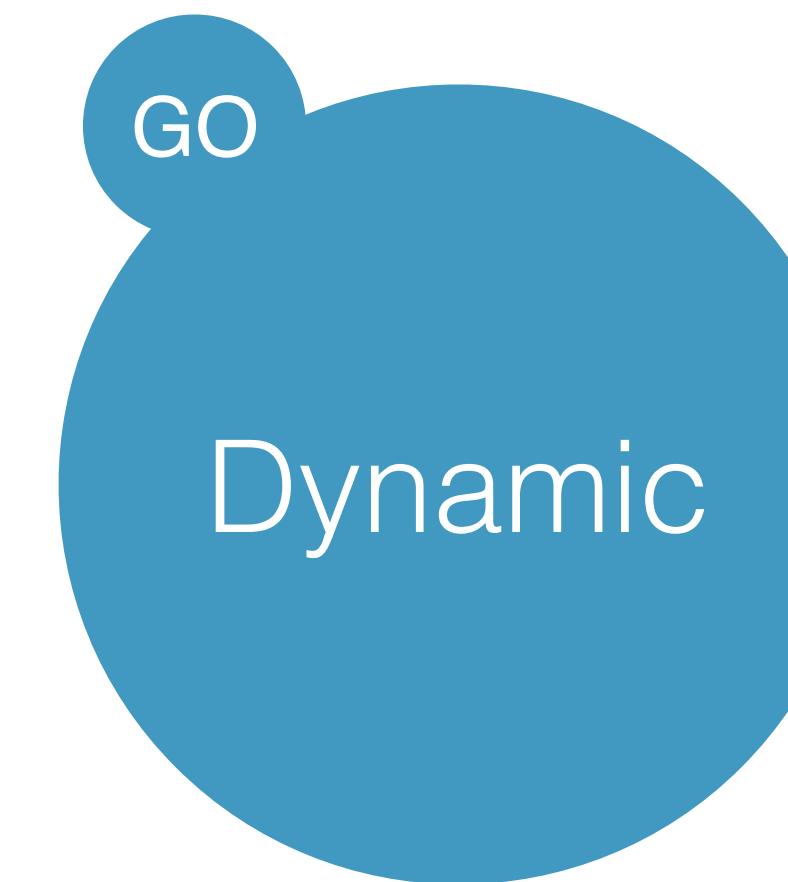
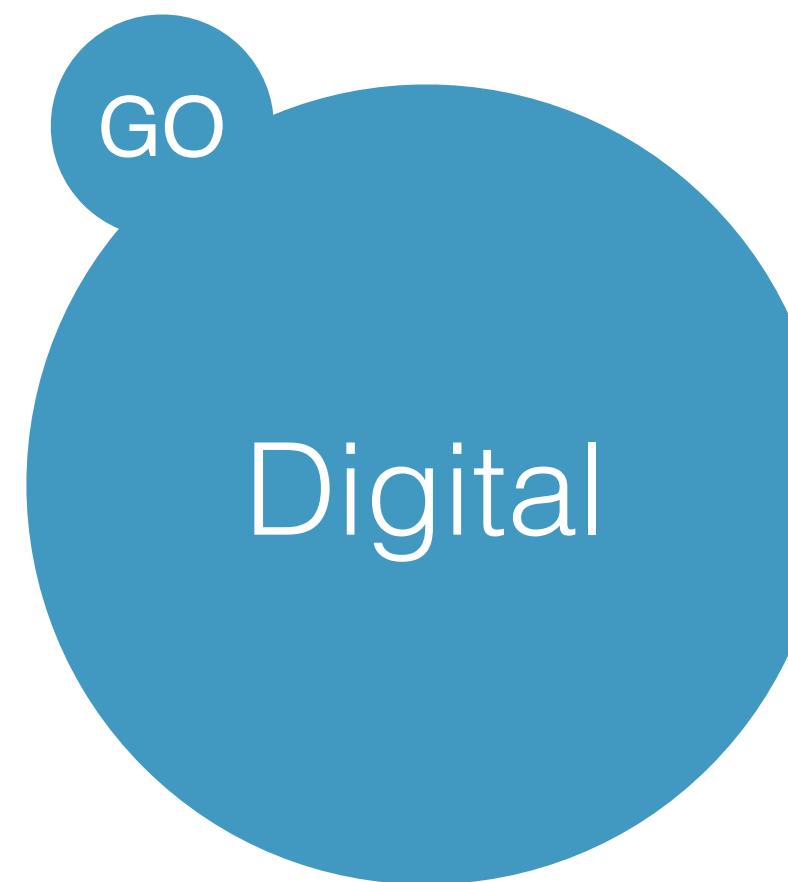


Integrating marketing channel





Solution: DOOH Network



Combines OOH with mobile digital media

Delivers right **message** to the right **audience** at the right **time and place**

Tailors to the specific environment and creates the sense of immediacy

Responds to the moment that consumer is in



Increase sales: point of sales advertising

BE SMART

ENGAGE YOUR CUSTOMERS.

Show the right content to the right visitor at the right time. also unique and valuable product information. Engage clients using beacon and Homecard app

SAVE TIME

GET FULL CONTROL.

Manage the whole marketing campaign centrally. Publish Multi-layered and innovative campaigns.



PROMOTE YOURSELF

STRENGTHEN THE BRAND.

Visually connect with your customers through eye-catching animated messages. Promote your brand, products and services.

STAY FOCUSED

SCHEDULE YOUR PRODUCTS.

Schedule and update display content to coincide with any promotional strategy. Easily create schedules based on a specific date and time.

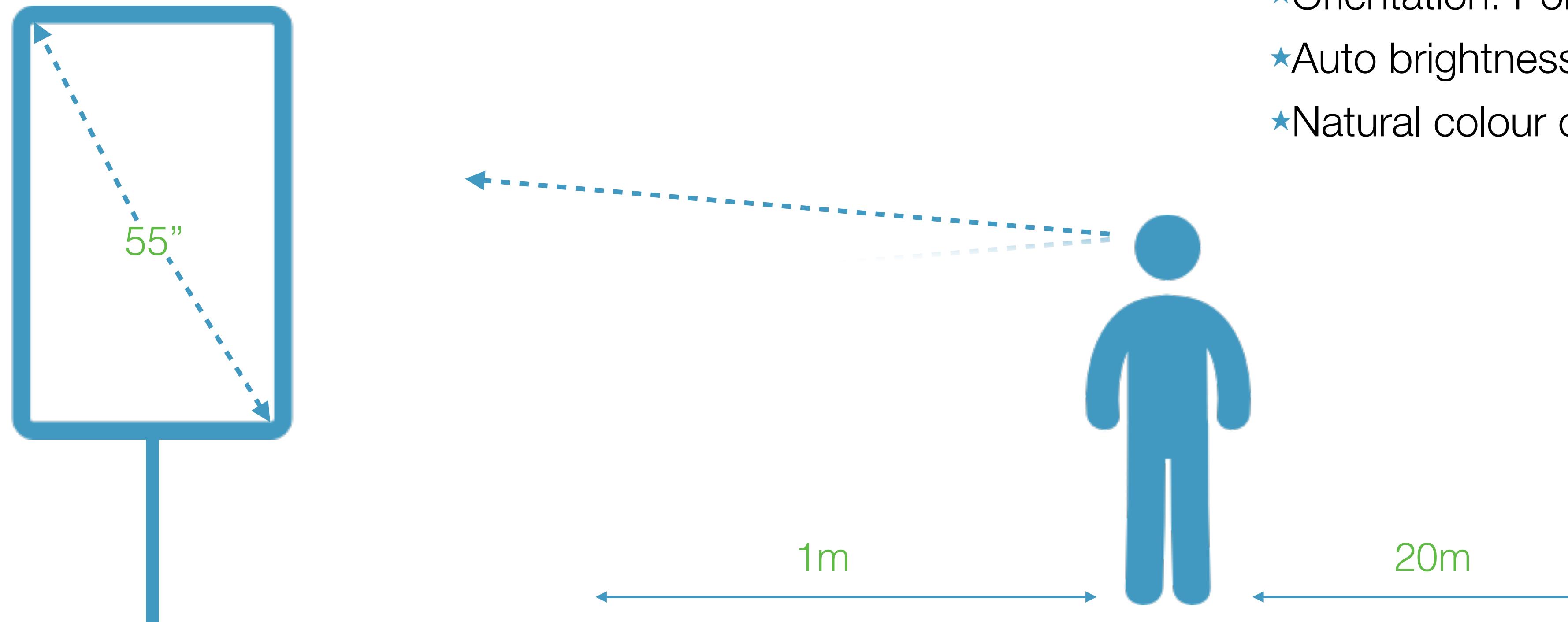


Why us?

- **Targeted Reach:** an ability to target large general market and audience
- **Engaging:** ongoing interaction with consumers through captivating and interactive content
- **Relevant:** contextually relevant ads, enhancing brand reinforcement, recall, and repeat purchase
- **Effective:** industry research and Clean House campaign case studies confirm significant increases in brand awareness, purchasing intent and sales.
- **Flexible:** customise, modify and execute campaigns in real time to meet shifting market demands and opportunities.



Our Dynascan High brightness LCD



- ★ Resolution: HD
- ★ Brightness: 3,500 Nits
- ★ Operation: 24 Hours
- ★ Orientation: Portrait
- ★ Auto brightness sensor
- ★ Natural colour calibration: D65

საჭალი



სახლი
CLEAN HOUSE





ვინება საჭიროა

լեզոն



լան
CLEAN HOUSE





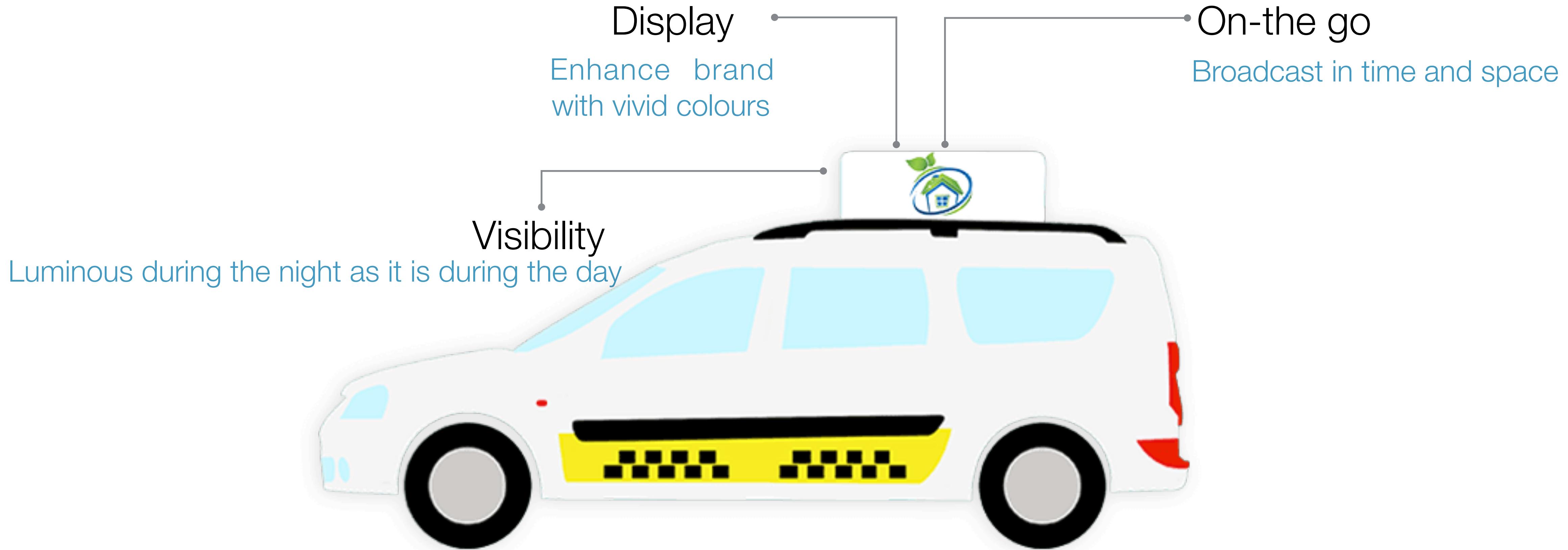
Homecard App



- **Notification campaigns:** manage and send messages to engage the right users at the right moment
- **Beacon advertising:** personalise ads on our screens for your consumers



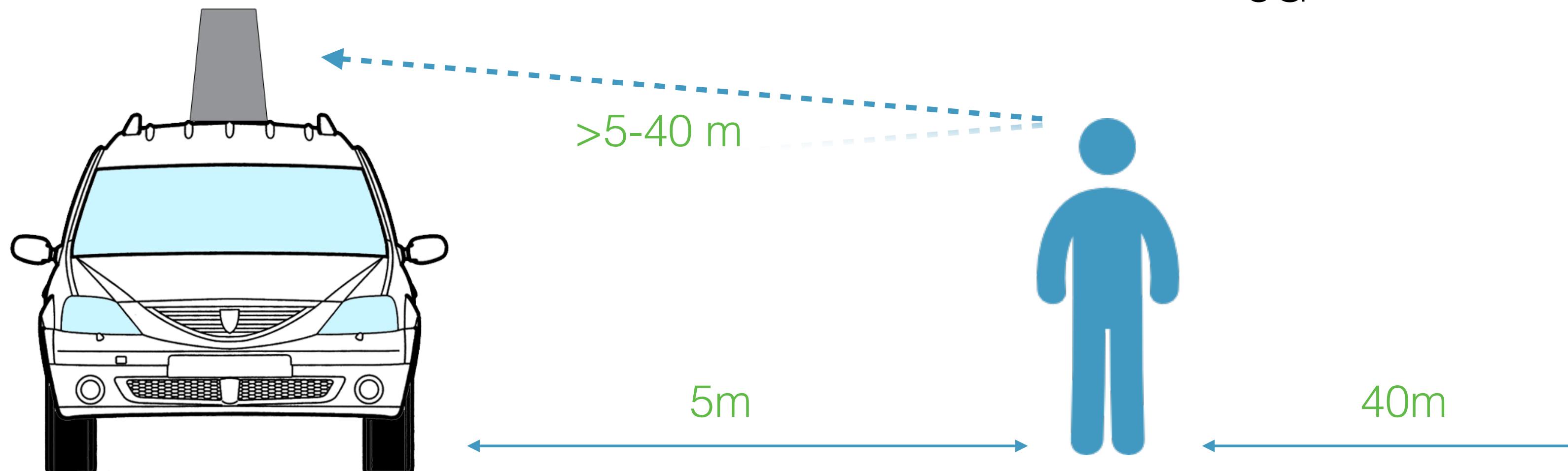
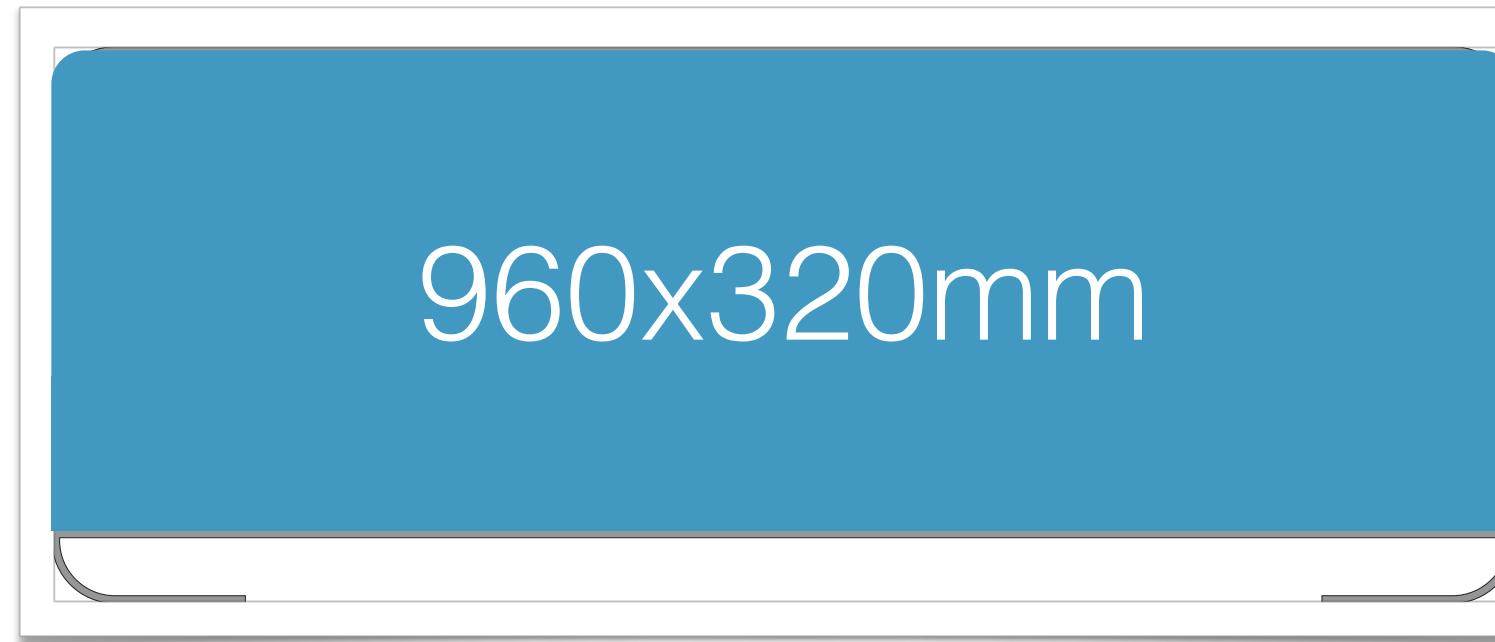
Taxi-top LED screen network



- **High dwelling time places:** bus stops, traffic jams, shopping centres, airport
- **Corporate clients:** employees of over 300 corporate clients see our screens every day: (TBC, Wendy's, Bank of Georgia)
- **Cost effective:** high ROI and low CPM
- **High penetration:** advertise to places where OOH advertising has never been reached before
- **Broad reach:** 80% of Tbilisi is coverage everyday



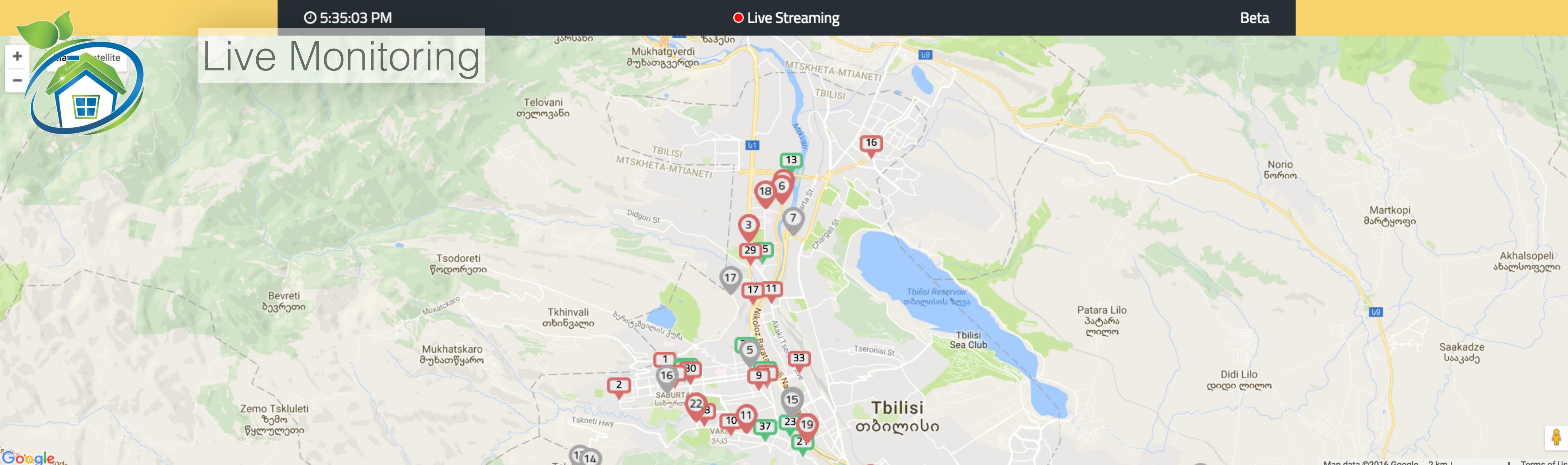
Our LED technology



- ★ Resolution: 194x64
- ★ Viewing distance: >5-40m
- ★ Brightness: > 4,000 Nits
- ★ Refresh rate: 2000 Hz
- ★ Display: antiglare
- ★ Auto brightness sensor
- ★ GPS
- ★ 3G



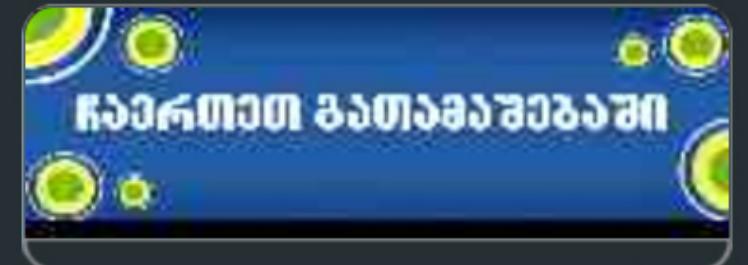




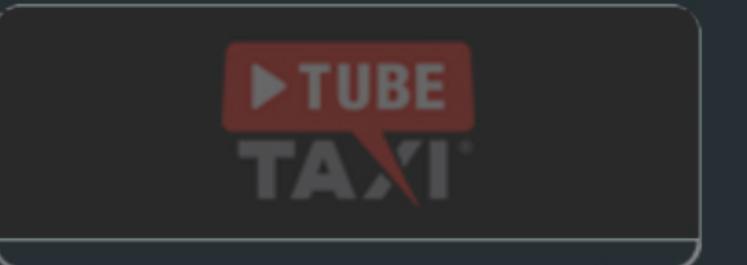
MONITORS

DOOH

001



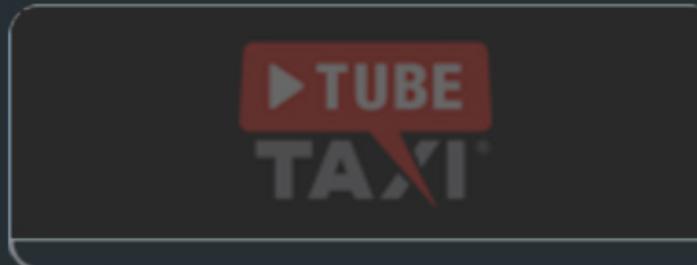
002



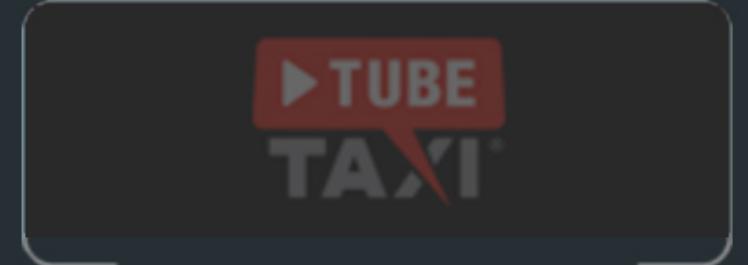
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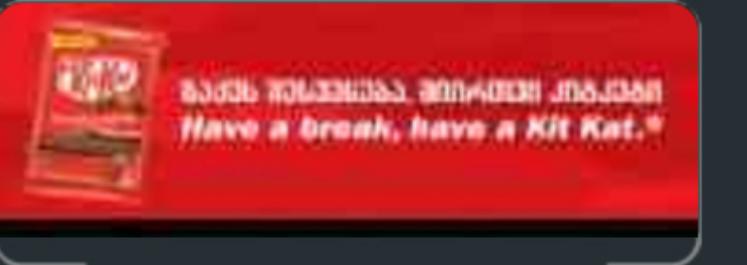
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005



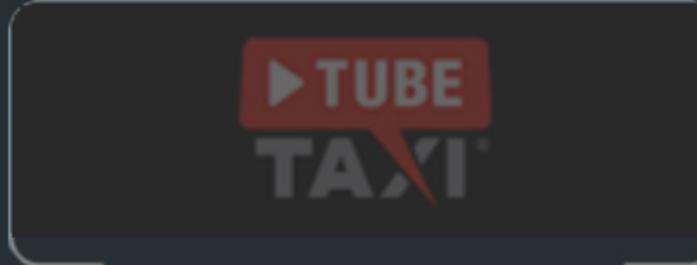
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007



008



009



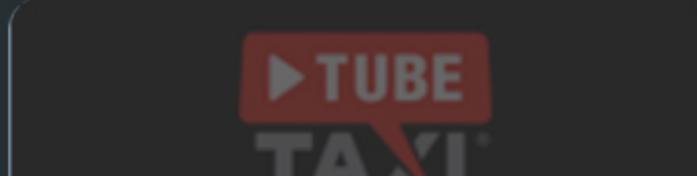
010



011



012





Our clients



Schwarzkopf



L'ORÉAL

P&G

MAYBELLINE
NEW YORK

Colgate®



Pricing: 7 second Ad on 60 DOOH LCD screens

Ad placement per Hour	5	10	15	20	30
Placement per day (08:00 – 24:00)	80	160	240	320	480
Price per second (GEL)	0.03	0.03	0.03	0.03	0.03
Price per placement (GEL)	0.21	0.21	0.21	0.21	0.21
Price per day (08:00 – 24:00)	16.8	33.6	50.4	67	101
Total placement time per day	14	28	42	56	84
Price per month	504	1008	1512	2,016	3,024



Pricing: 5-10 second Ad in a two minute loop

25 Cars	Months	Price/ Months	Min. hours	Min. plays	Price / Hour	Impact (000)	CPM*	GRP*	CPP*	Effectiveness **
	1	\$1,000	1,000	720,000	\$1.00	3,816	\$0.26	318	\$3.1	69%
	3	\$970	3,250	2,340,000	\$0.97	12,402	\$0.23	1,034	\$0.9	95%
	6	\$930	6,813	4,905,000	\$0.89	24,804	\$0.22	2,067	\$0.4	152%
	12	\$870	13,000	9,360,000	\$0.87	49,608	\$0.21	4,134	\$2.5	210%

*Estimates

**Increases effectiveness of other measurable marketing channels, such as digital advertising



Thank you