**Ad Bargain Ads:**

I was thinking of maybe finding someone who can turn these ads into infographics style ads.. similar to these ones…. I like the third one best… of course our ad will show on the Taxi, so no voiceover…

<http://www.youtube.com/watch?v=ocXX619kaPM>

<http://www.youtube.com/watch?v=4TKbIidbyhk>

<http://www.youtube.com/watch?v=bx_LWm6_6tA>

<http://www.youtube.com/watch?v=_OUw6EmdT0Q>

# Video ADS

**Ad1:**

TV Ads: Millions of Pesos

Billboard Ads: Tens to hundreds of thousands of Pesos

Why does marketing have to be so expensive? Ad bargain saves the day! Starting with 4,000 PHP per month!

**Ad2:**

Did you **KNOW**

…MMDA estimates…

Metro Manila has a population of **12 MILLION** at **NIAGHT** and over **15 MILLION** during the **DAY**?

A **VAST MAJORITY** of which **TAKE ROADS**

How can **YOUR BUSINESS** reach this **HUGE AUDIENCE**?

**AD BARGAIN** Contact us now for how we can help YOU!

**Ad3 Voiceover:**

Scenes 1-3 The problem with traditional billboard ads today, is that they are often static, out-dated, expensive and focus on traffic in one part of the city at a time.

Scene 4 Why would a business invest their hard-earned cash into something so obsolete?

Scene 5 With our services, you can choose to display static images, full video commercials, in a fresh format that is sure to catch the attention of a wide audience. Start displaying your message immediately on taxi cabs throughout the city for as little as 4,000PHP per month. Sign a long term agreement, and more bargains are available!

**Scene 6 That sounds like a great idea, so how does it work?**

* You provide us with an ad, either in video or image format. If you don’t have one, no worries. We can refer you to people who can create your graphics for you!
* You tell us how many taxis you want to show your ad in, and how long you want the agreement to be (minimum 1 month).
* We upload your ad into our vehicles, and play it for as long as the agreement lasts.

Scene 7 Contact us now!

# WEBSITE TEXT

**About us:**

We are a collective of like-minded professionals with the vision of using technology to deliver results in a cost effective manner. We understand the importance of an effective and efficient marketing strategy and we bring this passion to our work. We will work hard for you to ensure that your message can be delivered to a wide audience in a most cost effective manner. Contact us now to inquire on what arrangements can work best for you!

**So what is Ad Bargain and what do you do?**

We help market your business through displaying them in LCD screens installed behind our fleet of taxis for a bargain price.

**Video ads are a lot more effective in grabbing people’s attention than static image ads.**

**The patented Ad Bargain LED ad platform can be a vital component in your overall marketing strategy to deliver your message and raise brand awareness.**

**With our bargain prices, you to be able to hire an entire fleet of taxis for the same cost as a billboard ad!**

**MMDA Estimates that Metro Manila has a population of 12 million at night and 15 million during the day. Majority of these people take roads to work. What is the best way for your business to reach this audience?**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **Audience Reached** | **Advertising Medium** | **Audience Impact** | **Price** |
| **Billboard Ads** | **Audience Limited to certain area of the city.** | **Mostly static picture ads. Video Ads are low resolution and expensive.** | **Very old advertising medium-rarely gets people talking about the content.** | **50,000-100,000 php per month** |
| **Poster Ads on Trucks and Busses** | **Audience limited to the fixed everyday route of trucks and busses. Same route, usually at the same time of day.** | **Limited to posters and static images.** | **Very old advertising medium-rarely gets people talking about the content.** | **30,000-50,000 php per month** |
| **Ad Bargain LED Displays** | **Audience is wherever the taxi’s route is that day. Message is exposed to a vast audience immediately.** | **High Definition LED’s allow for images, video commercials, and modern infographic ads to be displayed at no extra cost.** | **New and innovative. Also, due to its flexibility in advertising mediums, gets people’s attention and gets them talking.** | **4,000 php per month** |

The problem with traditional billboard ads today, is that they are often static, out-dated, expensive and focus on traffic in one part of the city at a time. With such large costs, why would a business invest their hard-earned cash into something so obsolete?

Reach as wide an audience as possible using eye-catchingly-innovative methods of marketing in a cost effective manner. With our services, you can choose to display static images, full video commercials, infographics, in a fresh and new format that is sure to catch the attention of a wide audience. You can start displaying your message immediately on taxi cabs throughout the city for as little as 4,000PHP per month. Sign a long term agreement, and more bargains are available!

An average taxi driver will drive 10 hours a day. If he runs into just 30 people each hour, that equates to 300 people a day, or 9,000 people a month. Not bad for 4,000php. How many people are you reaching with your current advertising budget? With that same budget, your audience can be multiplied when you go with Ad Bargain!

**That sounds like a great idea, so how does it work?**

The plan is simple.

You provide us with an ad, either in video or image format. If you don’t have one, no worries. We can refer you to people who can create your graphics for you!

You tell us how many taxis you want to show your ad in, and how long you want the agreement to be (minimum 1 month).

We upload your ad into our vehicles, and play it for as long as the agreement lasts.

Notes:

We provide details on pricing when they call us?

Make sure we tell them what size font to use if they put text on their ads (to ensure visibility-this needs to be tested in actual opreration)

FAQ page for later? Once we get enough people calling, we can write down the most frequent questions and update site accordingly.