

HOPP  
Hopp.inD

Truckside Advertising

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# MEDIA KIT

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Truckside Advertising

## Who We Are...

Hopp Industries is an innovative and inexpensive form of out-of-home advertising that leverages powerful qualities such as **size, reach, presence & mobility** by using the blank space on the sides of trucks to forcefully market brands.

Our fleet consists of a variety of box trucks ranging from 10' – 24'. By placing your ad on a Hopp Industries truck your message will be displayed in highly traveled areas of your market. It is our goal to work with you to help customize a media plan that meets your needs & exceeds your expectations by identifying the best routes for your message.

Research now reveals the value of truckside advertising and the impressions it makes on sought-after consumers. (See "It Works" p.3). By capitalizing on this dynamic form of out-of-home media, advertisers are able to **heighten exposure** and capture the attention of thousands for their products.

With that in mind, we must prepare you - **our ads tend to create quite a buzz on the street and have been known to stop traffic!**



## Why Truckside Advertising?

**The significant reach** of outdoor mobile media is rapidly becoming one of the hottest methods for advertisers to communicate their message. Truckside advertising has the ability to target all segments of our society. The versatility and sheer impact of truckside advertising allows advertisers to capture the attention of business decision makers and consumers during part of their daily routines.

Truckside advertising is a cost effective out-of-home method, especially when you compare **Cost Per Thousand (CPM)** to other media<sup>1</sup>:

### Average CPM (cost per 1,000 exposures) for other media

- |  |              |
|--|--------------|
| • Newspapers (Top 100 Markets/third page-B/W)            | \$22.95      |
| • Television (Top 100 Markets/30 second Prime Time Spot) | \$17.78      |
| • Magazines (4-color Page)                               | \$9.35       |
| • Radio (Top 100 markets/60 second, Drive Time)          | \$8.61       |
| • <b>Truckside Advertising – approximately</b>           | <b>\$.85</b> |

**Today's consumer** is on the go. Heavy vehicle mileage and long commutes are becoming the norm. The increase in travel is making it harder for advertisers to reach their target with conventional advertising methods. The findings of a recent Arbitron Outdoor Media Study<sup>2</sup> seem to suggest truckside advertising is the perfect answer to reaching today's consumer:

- Americans report traveling an average of 302 miles in a vehicle in the past seven days
- The average person says their mileage over the past four weeks is 1,101 miles
- The average American's one-way commute takes 27 minutes, with the round-trip commute taking nearly an hour. The heaviest traveled commuters spend nearly two hours a day getting to and from work

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<sup>1</sup> The Outdoor Advertising Association of America, Inc., 2002

<sup>2</sup> The Arbitron Outdoor Study: Outdoor Media Consumers and Their Crucial Role in the Media Mix, 2001.

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## It Works...

Truckside Advertising is hitting the road and the results are impressive. The following research reports suggest truckside advertising not only works, but is the wave of the future.

### McDonald's

In January of 2001 McDonald's ran a 12-week campaign aimed at driving hungry patrons to its golden arches in the Chicagoland market. The entire promotion consisted of five trucks carrying the McDonald's message. Sue Petrussek, McDonald's Chicago marketing supervisor stated, "We selected truckside advertising because it provides us a unique opportunity to drive store traffic in very specific geographic areas with tremendous impact and minimal advertising waste." The results of the 12-week campaign were impressive<sup>3</sup>:

- Total campaign impressions: 17,942,664
- Average daily impressions per unit: 55,123

### People PC

In February 2001, the computer marketer People PC ran a campaign with traditional print and broadcast programs. The Detroit, Michigan market supplemented the media plan with a truckside advertising campaign. Below is a listing of a few key findings from the Detroit market<sup>4</sup>:

- 30% increase in awareness (50% within the target demographic)
- Nearly doubled the positive perception of the PeoplePC brand
- 56% said that when they see an ad on the side of a truck, they think the company advertised is successful
- 67% said that they believe the advertised product is bought and used by their neighbors

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<sup>3</sup> Outdoor Advertising Association of America, INC., January 2001

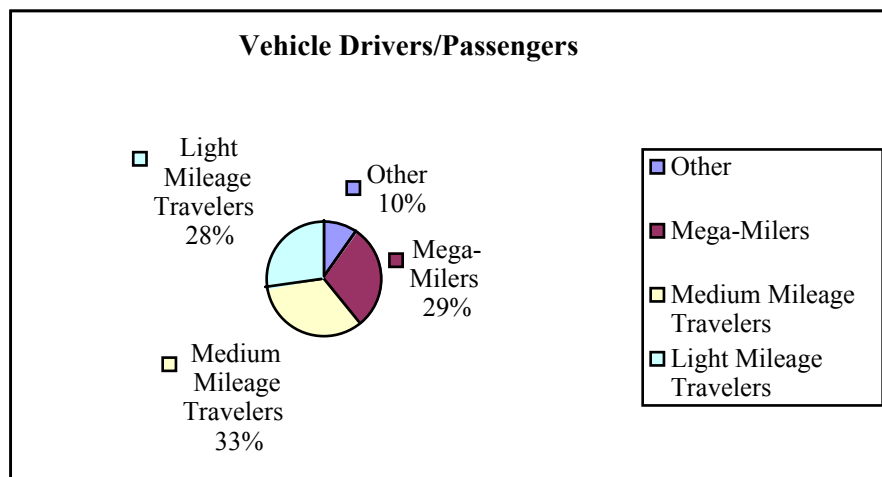
<sup>4</sup> Outdoor Advertising Association of America, INC., February 2002

[American Trucking Association \(ATA\)](#), Visual Impact of Trucks in Traffic by R.A. Stanley, Dept of Economics, Washington, D.C.<sup>5</sup>

- 75% of people developed an impression about a company and its products
- 29% would base a buying decision on the impression
- Average truck/trailer creates almost 5 million visual impressions annually
- Average truck travels 49,125 miles
- 81% of the viewers see one or both sides

### [The Arbitron Outdoor Study](#)

Ninety-six percent (96%) of Americans say they have traveled in a vehicle either as a driver or a passenger in the past week.<sup>6</sup>



- Light Mileage Travelers: 1-99 Vehicle Miles Traveled Past 7 Days
- Medium Mileage Travelers: 100-260 Vehicle Miles Traveled Past 7 Days
- Mega-Milers: 261 or More Vehicle Miles in Past 7 Days

<sup>5</sup> American Trucking Associations, Inc.

<sup>6</sup> The Arbitron Outdoor Study: Outdoor Media Consumers and Their Crucial Role in the Media Mix, 2001.



## Advertisement Routes

Hopp Industries has access to trailer space in major markets across the country. Clients can determine which trucks fit their outdoor advertising needs based on detailed route data and traffic patterns.

### Demographic Information (Sample Market)

Year	2003
City/State	Puget Sound Basin, Washington
MSA*	9
Population (ages18+)	4,150,000
Daily Commute Time (minutes)	85
Pop. Density Per Sq. Mile	2,954

\* MSA - Metropolitan Statistical Area

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## Measurement

The Hopp Industries truckside measurement system is as easy as **one, two, three**. The first step of our process involves compiling trucking manifests from our carriers on a daily basis. Next, the data is entered into routing software and truck routes are determined and plotted on the coverage map. The last step of the process involves analyzing the truck routes against annual average traffic averages to compute a viewership figure. The calculation uses the following assumptions, which are truckside advertising standards.

- Department of Transportation 24-hour traffic figures
- 1.38 viewers per car
- 66% of all traffic travels within a 12 hour period
- 85% of on coming traffic can view the advertisement
- 7.5% of same-side traffic can view the billboard

There are numerous reports generated by the Hopp Industries measurement system which allow the advertiser to quickly assess daily truck routes, coverage areas, and daily viewership numbers.

### Client/Project Overview

Prior to the launch of all Hopp Industries truckside advertising campaigns, a client/project overview statement is thoroughly completed to help ensure consistency and accuracy throughout the campaign. Client, agency, and market information are represented on one form along with selected program/measurement data.

(See example below).

### **Daily Trucking Manifests**

Trucking manifests are filled out and delivered daily to Hopp Industries. Manifests specify important detailed information, such as the trucking company, trailer number, starting time, end time, and cities/zip codes of pick-ups and deliveries. Before a trucking manifest is turned into Hopp Industries, the vinyl must be inspected for defects and initialed by the driver. Daily trucking manifests are then signed off on by the driver & the Hopp.inD account executive assigned to the campaign. (See example DTM).

### **Route Overview/Coverage Map**

Data from the daily trucking manifest is entered into routing software and truck routes are determined. Next, the routing software plots the truck route on a coverage map and the information is analyzed against annual average 24-hour traffic figures. (See example RO).

### **Average Daily Viewership Report**

The average daily viewership report is a break down of daily truck activity, which is then analyzed against annual average 24-hour traffic figures. The average daily viewership is calculated using the truckside advertising industry standard assumptions. (See example ADVR).

### **Monthly Viewership Report (MVR)**

The monthly viewership report is a detailed overview of trucking manifests and route maps for each vehicle carrying your advertisement. We verify assignment of your ad to the proper truck and truck route. Daily trucking manifests are entered into a routing software, then calculated against annual average 24 hour traffic levels. (See example MVR).

# Document Examples

Client/Project Overview			
			DATE:
<b>CLIENT INFORMATION</b>		<b>AGENCY INFORMATION (if applicable)</b>	
Company		Company	
Contact Name		Contact Name	
Title		Title	
Address		Address	
City/State		City/State	
Zip		Zip	
Telephone		Telephone	
Fax		Fax	
E-mail		E-mail	
<b>MARKET INFORMATION</b>		<b>PROGRAM / MEASUREMENT</b>	
Year		Program Selected	
City/State		Program Start	
MSA*		Program End	
DMA*		Number of Trucks Contracted	
Population 18+		Type/Size of Truck	
Daily Commute (Minutes)		Total Number of Potential Truck Days	
Pop. Density Pers/Sq. Mile		Number of Actual Truck Days	
		% of Actual Truck Days	
		Measurement <sup>†</sup>	
*All market information represents Adults 18+ and are calculated using a seven day week.			
<sup>†</sup> Daily trucking manifests are entered into a routing software, then calculated against the MDOT annual average 24 hour traffic levels.			

Daily Manifest	
<b>Carrier:</b>	NA
<b>Trailer Number:</b>	NA
<b>Starting Time:</b>	700
<b>Ending Time:</b>	1900
<b>Date:</b>	NA
Pick up	
Pick up	Time
SR 509	700
Central Ave S	800
S 180th St	830
Bellevue Way SE	900
Medina	920
SR 908	1000
Boyer Ave E	1035
Alaskan Way	1100
Queen Anne Ave N	1130
2nd Ave	1215
15th ave S	1330
E Margianl Way S	1400
Boulevard Park	1420
Sea-Tac Airport	1500
S Othello St	1530
64th Ave S	1615
SR 509	1700
<b>Driver Signature:</b>	
<b>Please review vinyl for defects and initial _____</b>	



Average Daily Viewership					
<b>Carrier:</b>	NA				
<b>Trailer Number:</b>	NA				
<b>Starting Time:</b>	700				
<b>Ending Time:</b>	1700				
<b>Date:</b>					
Traffic along route					
Pick up	Time	Highest	Lowest	Average	
SR-509	700				
Cental Ave S	800	230500	58900	144700	
S 180th st	830	281900	98000	189950	
Bellevue Way SE	900	179900	46700	113300	
Medina	920	89000	26500	57750	
SR-908	1000	124900	31000	84050	
Boyer Ave E	1035	99800	43200	71500	
Alaskan Way	1100	212600	49800	131200	
Queen Anne Ave N	1130	182300	54900	118600	
2nd Ave	1215	91000	32000	61500	
15th ave S	1330	123400	41500	82450	
E Marginal Way S	1400	155500	59200	107350	
Boulevard Park	1420	178900	64000	121450	
Sea-Tac Airport	1500	250500	89700	170100	
S Othello St	1530	165000	28400	96700	
64th Ave S	1615	171900	79000	125450	
SR 509	1700	104500	48000	76250	
			Average Daily Traffic	104753	
<b>Viewership Calculations</b>		Average Daily Traffic x 1.38 Viewers per car	66% of traffic travels in 12 hours	85% of oncoming traffic can view ad	7.5% same side traffic can view ad
Average Daily Traffic	104753	144559	69137	58767	5185
<b>Total Viewers</b>	<b>63952</b>				
Days on Road	22				
Total Viewers per month	1406939				
Cost per month	1200				
CPM	\$ 0.85				

<b>Monthly Viewership Report (MVR)</b>			
<b>Monthly Overview</b>			
Carrier			
Trailer Number			
Start Date			
End Date			
<b>Average Daily Traffic Volumes</b>			
Date	Coverage Area	Total Daily Mileage	Average Daily Traffic
6/1/02			
6/2/02			
6/3/02			
6/4/02			
6/5/02			
6/6/02			
6/7/02			
6/8/02			
6/9/02			
6/10/02			
6/11/02			
6/12/02			
6/13/02			
6/14/02			
6/15/02			
6/16/02			
6/17/02			
6/18/02			
6/19/02			
6/20/02			
6/21/02			
6/22/02			
6/23/02			
6/24/02			
6/25/02			
6/26/02			
6/27/02			
6/28/02			
6/29/02			
6/30/02			
		<b>Average Monthly</b>	



## **Carrier Capacity Program**

### **Carrier Selection**

In order to deliver the highest quality of truck partners Hopp Industries uses a rigorous criteria-driven selection process. To be part of the Hopp Industries network all trucking companies must have exceptional safety records, routine maintenance programs, and be financially sound.

### **Daily Truck Manifests**

Trucking manifests are submitted daily, entered into our tracking system, mapped and reported to the customer on a weekly/monthly basis.

### **Vehicle Maintenance**

Vehicles are contractually obligated to be washed regularly. Your ads will be displayed in full-color and routinely monitored.

### **Standard Requirements**

- Exceptional driver/safety records
- Proper insurance coverage
- Regular cleaning schedule for trailer and advertisement
- Maintenance program for the vehicles
- Standardized routes to optimize targeted market
- Trucks traveling during day light hours
- Daily manifest produced to locate truck deliveries and routes

## **Production and Installation**

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### **Flexible-face systems**

Flexible face systems use a hardware structure to hold a flexible piece of vinyl over the side of a truck. The benefit of this system is that the graphics can be easily installed and removed. The graphics can also be reused or rotated onto other trucks.

### **Self-adhesive**

Self-adhesive vinyl is mounted directly on the side of the truck, similar to wrapping a bus or subway car. The graphics are very secure so there is little chance that it will tear. Decals can be removed using a matched component system that offers a warranty from companies such as Avery, Nur or 3M.

### **Framing system**

Frame systems are a relatively new method of attaching advertisements to truck sides, but they offer many advantages. With a frame system, installation ad change-out time is much faster (10-15 minutes), advertisements can be stored for reuse and the end result is a smooth image not interrupted by rivets or corrugations.

### **Installation**

Hopp Industries network of installation centers are all PDAA (Professional Decal Applicators Association) certified and pride themselves in delivering high quality work.