



# A PROPOSAL

FOR CANADIAN TRUCK COMPANIES



**MARKETING  
MOBILE BILLBOARDS  
AND MORE**



# RPMB Marketing, Mobile Billboards & More

My name is Rick Passmore and I've spent more than a quarter of a century working in the media industry (newspaper, radio, and agencies), Ian Jensen RPMB General Manager spent 33 years working in newspapers across Canada and never have we seen a better opportunity to create a medium capable of competing against the TV, radio, newspaper and online media heavy weights.

And while some trucking companies are currently branding their own trailers and working with companies whose products they haul to create mobile advertising campaigns—no one, it seems, in Canada at least has organized the potential medium in the way we are proposing.

Annually, more than 14.5 billion dollars is spent advertising products and services throughout Canada and RPMB Mobile Billboards is currently poised to earn its share of this massive market. By 2020 it is estimated that 16.5 billion dollars will be spent throughout the Canadian media marketplace.

As we'll explain over the next number of pages, it's not so much that there is a need. It's that there is a tremendous opportunity, an opportunity to dramatically and effectively impact the Canadian media marketplace like never before.

We have spent more than a year developing this concept, building relationships, working through and defining logistical concerns and planning roll out.

During this time, we have researched and identified suppliers, sought governmental approvals, developed Canada wide sales territories, established a national sales office, developed a Canada wide installation network, fleshed out our corporate visions, values and cultures, among other things.

We are currently assembling a team of 23 sales representatives who will reach out to advertisers everywhere in Canada to sell and manage mobile billboard ads.

The first nine sales people will be prepared to begin approaching customers in mid-July. These sales people will be selling inventory in British Columbia, Alberta, Saskatchewan and Manitoba. The 14 eastern sales people will be ready by mid-October.

We have considered, at great length, shortfalls, hurdles and possible setbacks and we have come to the conclusion that the concerns are far less than insurmountable, especially given the financial opportunity for all partners involved.

Now more than ever before, business operators across all business disciplines need to be vigilant. In this always changing, hyper competitive business marketplace, the effective business operator is constantly considering ways to cut costs without jeopardizing service or finding ways to increase revenues without adding cost. Certainly, it doesn't take a rocket scientist or a diesel mechanic to tell us that this is especially true in the business of trucking. Recent increases in the cost of gas, highway tolls, the cost to hire qualified drivers and employees and, more than ever before, traffic on highways create great challenges for one of North America's most important industries.

What we will propose, throughout the pages that follow, is a six-way partnership that will utilize each of our greatest strengths to create a very special marketing medium.

For you and the trucking company you represent, mobile billboards is an opportunity to create a rather large revenue without adding miles on the road, investing heavily in capital purchase or improvements, hiring more employees, adding more hours to the day, trips to the logs or increasing rates.

We hope you'll take the time to read through this proposal, consider the possible positive impact on your bottom line and then give us a call.

Thank you



# CONCEPT DETAILS

RPMB Mobile Billboards is an opportunity that involves capitalizing on the very large metal marketing canvasses you know as the truck trailer, to create a medium that will take the Canadian media market by storm. The revenue stream that mobile billboards will generate offers tremendous financial benefit to the truck companies that own or manage the trailers and RPMB, the company that will manage the day-to-day operations.

The vast majority of your trailers are blank canvasses primed to be used in a capacity greater than simply transporting or temporarily storing the goods being shipped.

This concept is nicely developing in Europe and to some degree in the United States. It has not however yet caught on to any sizeable degree in Canada.

Many of Canada's trucking companies currently display corporate logos; trailer numbers, tare info and weight capacities on small portions of the trailer. Still, the vast majority of the space is left unutilized. In the format we propose there is still opportunity for trucking companies to identify themselves while utilizing the balance of the space to develop a valuable revenue source.

Through our association with a sign makers guild, and Canada-wide installers, we should be able to install both frame systems and banners almost anywhere you have an office and a yard in Canada.

## ▶ ▶ ▶ HERE'S WHAT WE'RE PROPOSING

A mutually beneficial **SIX-WAY PARTNERSHIP** between Canada trucking companies, a frame manufacturer, advertisers, a coast-to coast installer network, a print/production shop and RPMB, an agency positioned to manage the operation.

## TRUCK COMPANY

In the RPMB Mobile Billboard model the trucking company would agree to make available (rent) the sides and back of their trailers to an advertiser on a month-to-month basis—on a minimum 12-month contract—and ensure maximum benefit to advertisers through ongoing maintenance and cleaning.

## RPMB MARKETING

Would agree to coordinate advertiser sales and contract agreements and subsequent sales or renegotiations once the contract term has expired. RPMB Marketing would act as a go-between for truck companies, print shops, installers and advertisers. In addition, RPMB Marketing would administer all financial and contractual arrangements and business detail, including collections, contracts, payments and quality control.

## PRINT / PRODUCTION SHOP

Will layout and design advertising campaigns, order banner product and materials and print banners.

## THE ADVERTISER

The advertiser will pay to create the banner and pay a monthly fee for the rental of the mobile billboard trailer. The advertiser is responsible for any costs associated with damage or change-over and will agree to a contract term of not less than 12 months.

## THE INSTALLER NETWORK

Will coordinate with trucking companies to install frame systems and banners most anywhere in Canada.

## THE FRAME MANUFACTURER

Will manufacture, guarantee and ship the frame systems in accordance to the terms of the RPMB/Manufacturers' agreement.



# TRUCK LINES, WHITE LINES AND BOTTOM LINES



We're inviting you to partner with us to create a new advertising medium, one we believe will take the marketing world by storm.

We've said it before, and we'll say it again—RPMB Mobile Billboards is an opportunity to utilize a current asset (your truck and trailers) to generate a revenue stream that did not previously exist without adding miles on the road, investing in capital purchases, improving efficiency or increasing rates.

## YOUR ROLE IN THE PROCESS IS EASY

**A** Lease us space on your trucks and trailers for a monthly fee each and every time a banner appears. (We will not install the professionally engineered system without a minimum 6 month advertising contract).

**B** Promise to maintain and clean trailers for most effective presentation.

**C** Forgo the initial \$1000 in revenue to partially pay for the capital improvement (the professionally manufactured frame system).

**Be prepared to earn revenue every month thereafter for as long as we can sell banners and for the life of the trailer and frame system.**

That's it—there are no ongoing operational costs or further expenditures.

You simply have to give up the first six months revenue to build the asset and revenue for years to come.



# EVER SINCE THE FIRST FORMAL ADVERTISEMENT RAN IN 1752...

Canadian advertisers have been looking for unique ways of designing and delivering messages that motivate the Canadian consumer to action—or to inform the consumer of benefits inherent in their product or services.

The product for sale in that first ad was butter and it was advertised in the Halifax Gazette, one of the very few marketing mediums available at the time.

Today, there are more ways for advertisers to spend their ad dollars than you can shake a stick at and frankly, more worthy or not so worthy players trying to earn their share of the budget.

Now, no one would argue that what the market needs is another advertising medium especially the marketing managers left in charge of the budgets being so hotly contested.

Already budgets are fragmented to the point of being ineffective, disjointed and unrelated.

The last thing that marketing managers need is another medium that confuses the decision process any more.

But every once in a very long while a new medium emerges and offers a viable new option.

In 1890 you had only three options to choose from; newspapers, magazines and posters.

In 1919 radio signed on which gave advertisers an option worth considering. In 1952 television launched, offering the largest challenge to the newspaper dominance. By the 1980s advertisers were forced to consider an online marketing opportunity that, by most, was hard to grasp and monitor. And now in 2018 we are going to give marketing managers an option that will challenge current beliefs and alter the way budgets are being allocated.

In 2012, Canadian advertising revenues topped 12.5 billion dollars, with newspapers and TV both earning around 3.6 billion dollars, the Internet 3.1 billion and radio 1.6 billion dollars. The balance was shared by all other media options. Unbelievably, marketing budgets continue to climb year after year.

When considering advertising options, marketing managers must consider things like demographic diversity, market reach and penetration, cost per thousand and the mediums ability to tell the story and move people to action.

Top advertisers are generally public firms with extensive product lines that are sold globally.

Big spenders are in the automobile and telecommunications technology, food, retail, alcohol, soft drink, financial services, personal care products, pharmaceuticals, entertainment and government fields.

The budgets for some of North America's largest advertisers are staggering. Companies like Proctor & Gamble (\$3.1 billion in 2010), General Motors (\$2.13 billion in 2010), Time Warner (\$1.28 billion in 2011), Pfizer (\$1.2 billions in 2011), and Microsoft (\$1.9 billion in 2011) understand clearly the direct correlation between the amount spent on advertising and sales results. It's not a question of whether to spend on advertising, rather it's a question of what to spend it on—what medium will create the best results, the best value.

When we think about things from the marketing managers' perspective, we like our chances—the truth is, we will deliver results.

We may be the epitome of demographic diversity, we will reach every economic, ethnic and age group and **our market reach and penetration will be unparalleled.** The cost to advertise on mobile billboards will be very, very affordable when compared to other media, and our ability to move people to action second to no other media competitor.

# HUGE. NEW. EFFECTIVE. AFFORDABLE.

## A MARKETING CONCEPT WHOSE TIME IS NOW!

RPMB Mobile Billboards is the perfect marketing vehicle from a marketing perspective and, an advertiser's opinion a real winner, and here's why:

The mobile billboard concept is relatively new and unique, affordable and value packed, intrusive, not abrasive or annoying, subliminal but in your face, all at the same time.

Mobile billboards reach out to all demographic markets—to young and old, all ethnic and socioeconomic markets.

Trailers adorned with mobile billboards will be seen on almost every street and rural road, on every highway, in every province, city, community and neighborhood. In fact, mobile billboards will be found in most nooks and crannies all over this great country we call Canada.

Every day, at all times of the day and night, through rain or sleet, snow or whatever the weather conditions, truck drivers deliver—and so will RPMB Mobile Billboards.

Now advertisers can stop worrying about demographic reach, BBMs, and circulation, audits. They won't have to worry about whether the radio station or program talks to the appropriate market for their product or service. No more worrying about whether people still read newspapers or if the internet can deliver results or the right audience. No more worrying about whether billboards 450 yards off the highway in a farmer's field can be read or even seen.

Almost everyone drives or rides in a car or bus, walks the streets or looks out a window.

We drive to work, we drive home from work, we drive to and from places and events—we drive everywhere. In fact, we're getting fat, we drive so much!

But that's good for advertisers. Because truck drivers obviously drive too. They drive in and around and amongst us, seemingly always there, always around and that means they can effectively, very effectively, deliver the advertiser's message to our ever increasing auto reliant society.

No dials to turn, papers to pick up, switches to switch, computers to turn on or, channels to choose.

**Nothing will get the attention of a consumer quite as effectively as an advertisement as big as a truck.**

Most importantly advertisers will recognize the inherent strengths of the RPMB Mobile Billboard opportunity, to tell their stories, to build long-term relationships and to motivate markets to action.

Mobile billboards reach out to **all demographic markets**



# SUCCESSFUL ADVERTISING

Here at home in Canada some of the world's most successful and most astute marketers, including President's Choice, McDonalds, Coca Cola, Pepsi, Tim Hortons, Save On Foods, U Haul and Co-op (and many others) have realized the benefits of adorning their own trailers in these self-promoting banner ads.

These industry leading companies are already setting aside large portions of their promotional budgets to promote in this somewhat unconventional, still to be proven, way.

Obviously, they can imagine the inherent value and the promotional upside without having it confirmed by reporting agencies or statistics.

If its good enough for these advertising front runners—with all their resources, history and marketing successes—

then who are we to argue with the viability for other advertisers even without extensive monitors or statistical proof.

- Mobile billboards are intrusive and invasive but not aggravating or annoying.
- Mobile billboards offer tremendous reach and demographic diversity.
- Mobile billboards provide large scale impact and long-term subliminal effect.
- Mobile billboards—a new medium that will deliver new and established markets.
- Mobile billboards is an uncontested medium for adventurous advertisers who act promptly.
- Affordable and effective, mobile billboards offer maximum reach at a minimum cost.



# INVISIBLE FRAME SYSTEM AND BANNER MATERIAL

## THE CHOICE OF TWO FRAME SYSTEMS

Both our frame systems, when installed correctly, will last the lifetime of the truck trailer; travelling without fail up and down Canadian highways without drag that would lead to additional fuel costs.

### Lightweight Polymer

The first patented frame system is rivet and belt free. It adheres to metal, glass and Fiberglass. It is invisible when the banner is installed and barely visible when the banner is removed.

The frame system is made of high strength polymers, reliable for long-term reusability and it will not rust. The frame weighs only eight pounds and projects less than 1/4" from a 53' trailer.

The patented vinyl banner frame system meets US DOT and Transport Canada restrictions. It has been successfully tested at speeds up to 120 kms per hour for consistent periods and 192 kms impact speed with two vehicles passing very close to one another.

The system will withstand extreme Canadian winters and summers (-40 C to 93 C).

It has been in continuous commercial use for over five years and 15 million miles without failure. And if professionally installed should last the life of the trailer. Incredibly strong, easy to install and remove without damaging the substrate surface.

### Metal

The second frame system is manufactured in Las Vegas and features a durable, attractive, lightweight frame which is riveted to the substrate for strength and optimum aerodynamics. This system also meets government standards on both sides of the border. The metal frame system's advantage is that banners can be changed out in mere minutes. Like the other frame system, it is manufactured with consideration to all weather conditions.

## OUR MOBILE BILLBOARD FRAME SYSTEMS COME WITH LIFETIME WARRANTIES.

The frame systems are adaptable, available in any square or rectangular shape, custom cut and installed in mere hours. And banners can be changed in minutes, as often as the client likes or once the contract has expired and a new client found.

The banner material and print products are incredibly durable and are guaranteed to last the term of the advertising contract with normal wear and tear and weather conditions.

(In the case of copy changes or vandalism, the product will be replaced or repaired at the cost of the advertiser. Damage caused by driver error will be the responsibility of the truck company).





# INCREASE BOTTOM LINE REVENUES WITHOUT ADDING TO BOTTOM LINE COSTS

You can ensure that your company has the greatest opportunity of participating in the substantial profits by contacting us today.

We're looking forward to an exciting journey with you as our partner, a journey that promises to take us all across Canada and well into the future.

## **A NEW MEDIUM IS CREATED WITHOUT MASSIVE CAPITAL INVESTMENT OR LARGE STAFFING REQUIREMENTS OR PROHIBITIVE START-UP COSTS.**

This new medium is easily created by coordinating the assets and inherent strengths of existing businesses with their products and work forces to create a powerful medium currently not being offered.

The result is an affordable and effective medium. No capital purchases. No need for broadcast towers or printing presses or CRTC approvals, buildings or large employee groups.

## **DEADLINES FOR TRUCK LINES AND BANNER SIGNS**

Once contracts have been negotiated, we can begin the process of ordering and then installing the frame systems while making presentations to many of the thousands of advertisers we are certain will see the value of this exceptionally affordable and new marketing medium.

We hope to have our first major Canadian trucking company secured prior to August 15, 2018, and our first major advertising contract signed by September 1, 2018. Banners printed, installed and upwards of 400 bannered trailers travelling around Canada by December 31, 2018, and over 3000 mobile billboards by the end of 2019.

From month-to-month and year-after-year, we will tenaciously pursue advertising/banner contracts, install frame systems to meet the need and conduct the mandatory day-to-day functions necessary for business

success. It will be our goal to have a banner on the frame system at all times providing the greatest revenue opportunity for all parties concerned.

## **WORKING WITH CANADA'S #1 EMPLOYER—THE TRUCKING INDUSTRY—WOULD BE OUR HONOUR AND GREAT PLEASURE!**

There is no doubt that Canada's economic strength relies heavily on an efficient and sustainable freight transportation system.

Annually, some 260,000 Canadian truck drivers travel 39,388,059,058 kms (2015) delivering resources to market and goods of all types to stores, businesses and institutions that support and benefit Canadians.

The trucking industry, the most frequently cited occupation of Canadians, continues to thrive due primarily to strong ownership and management with revenues in 2015 exceeding 67 Billion dollars and overall employment growth of over 90% between 2008 to 2018. All tremendous indications, we believe, that the mobile billboards concept is a medium that will continue to grow and thrive, in association with Canada's trucking companies, for many years to come.

Call us today. We'd be happy to travel anywhere in Canada to meet you in person and discuss the terms and conditions of a long-term and mutually beneficial relationship.



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# WEBSITE & SOCIAL MEDIA

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