

# promogroup

Product: **Promoshowcase**

Distribution: **Nationwide**

## Promoshowcase

Promoshowcase is an exciting, creative and evolved adaptation of the standard advertising van. The concept allows the client or agency to reach an audience using a 3-dimensional promotion or placement of the actual product in the mobile showcase.

The Promoshowcase can be branded on all sides both externally and internally. There are advertising panels on both sides of the roof, skirts, front, rear and an inside panel behind the cab. The client can choose between placing the vehicle statically in pre-organised locations, to interact with the public or driving around to gain maximum exposure.

The showcase can be used day or night, and in all weathers, across all seasons.

A Promoshowcase 'road show' can be organised by the Promogroup team to visit major towns/cities around the UK.

### The benefits

- Innovative and contemporary design
- Ability to theme the space and create 'a look'
- Stand out from the crowd and be noticed – people remember and talk about experiences to others
- Experiential Marketing – face to face to build sales, interact and create an emotional experience
- Develop relationships and engage with customers in a two way communication

### Uses

- Product & service launches
- Store openings
- PR stunts
- Special events
- Exhibition/shows
- Sports events
- Recruitment
- TV Promotions



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## Costs:

Media Costs	
<b>Mobile units</b>	
Duration of campaign	Cost per showcase per day
1 day	£450
2-5 days	£420
6-10 days	£400
11+ days	£380

**Production Costs**

£590 to fully brand the exterior and inside rear panel behind the cab.

Prices are subject to VAT at the prevailing rate.  
Listed above is our standard tariff, although we will always look at the content of the campaign and tailor costs dependent on distance and daily activity requirements.  
1 day = 8 hours (additional hours charged at £35 per hour)  
Transport costs may apply depending on the duration/location of the campaign.

## Artwork Specifications:

All artwork specifications can be found on the Promogroup website  
<http://www.promobikes.co.uk/art/promoshowcases.shtml>

**Dimensions of showcase:** 20 ft (6.09 m) long, 6.5 ft(1.82 m) wide & 7 ft (2.13m) high (internal).

We require seven working days from receipt of artwork, either by Isdn, on disc, email or up loaded to our ftp server to ensure production and installation on time.

Using Adobe Creative Suite, Illustrator, InDesign, Photoshop, Acrobat PDF, QuarkXpress & QuarkXpress Passport, Macromedia Freehand, Coreldraw.

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