



A 20-year marketing veteran, Kim Loderbauer works closely with vended laundry owners every day — helping them cost-effectively promote their stores. She manages Continental Creative Services (CCS), in Oshkosh, Wis., an advertising and marketing firm serving the laundry industry.

LAUNDRY MARKETING SOLUTIONS



MAKING THE MOST OF TRANSIT ADVERTISING

One of my favorite ways to market vended laundries is via the moving billboard. Moving billboards — on buses, trucks, delivery vans, taxis, etc. — can advertise in places where stationary billboards can't. However, similar to stationary billboards, mobile ads can extend for a few days, weeks or months, and target a specific geographic area.

Typically, the vehicles that carry these ads tend to follow specific routes and offer strategic placement either outside and/or inside the vehicles to capture the attention of passengers, other drivers and pedestrians along the street. They can also deliver your message in the same neighborhood or proximity as other competing laundries; in and around busy city centers or shopping malls; and at special events.

Transit advertising exposures can serve multiple goals. At CCS, we employ them for short-term, special-event promotions and long-term brand awareness. Broad market coverage results in relatively low-cost ad repetition and lots of daily impressions!

Remember that good negotiation can bring extra value. Often times, newbie advertisers can procure special deals, rates or packages — and with them — more bang for their advertising buck!

Here are some tips for transit advertising ...

1) Location

There are different placements for ads depending on who you want to target. Do you want to target the people getting on a bus, driving in traffic by the bus, or pedestrians on the street? If you want to target traffic, advertise on the driver's side or tail of the vehicle. If you wish to target passengers, advertise near the exterior passenger door or inside.

2) Quick Read

Less is more, especially when it comes to transit advertising. Moving ads are a quick read so keep the message simple,

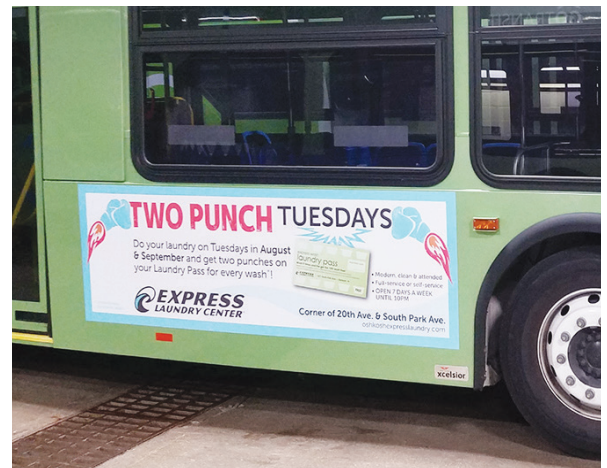


Large mobile ads can literally encompass a bus!

short and sweet. Your message should be clear, easy to read from near and far, and most importantly, easy to remember.

3) Colors that Stand Out

The ad should pop off the vehicle! Don't design an ad that's the same color as the vehicle itself. Know the colors of the vehicles you are advertising on and design your graphic and message accordingly.



These are examples of smaller bus ads.

4) More Visuals

Make your design memorable by using graphics that wow the viewers. Use more graphic elements and less words. Incorporate elements of the vehicle into your design or, go to the extreme, and extend your design outside the standard advertising space!

5) Size

Deliver maximum exposure with your ad. Remember, that your ad needs to be visible to drivers and pedestrians so make sure to size it appropriately. Command your audience's attention with large, creative ad elements.

6) Type of Ad

Wrap advertising differs from mobile billboards because wrap advertisements typically envelope all of the vehicle, or a large portion of it. Many laundries with pickup and delivery services will use a full van wrap to advertise those services. Mobile billboards are large flat surfaces, like traditional billboards, that adhere to vehicles and can be changed out as necessary.

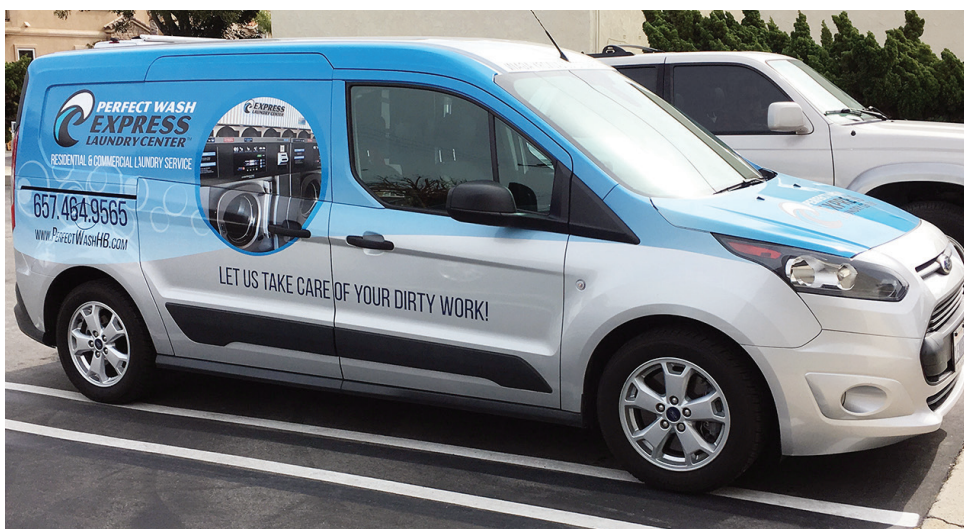
7) Quality Designer

Don't go price shopping on the internet and choose a random vendor to design your laundry's transit ad. And, don't do it yourself. Choose a qualified, local vendor who can design and install the ad on your behalf.

8) Frequency

Determine the length of time your ad is to run based on your goals. If you're advertising a promotion or grand opening, it might only run a few weeks. If you're advertising your laundry's drop-off wash/dry/fold service, it can run for months or years. Just be sure to continuously freshen up your message so it doesn't get stagnant.

At CCS, we've found transit advertising can create interest, reinforce a brand and bring customers in the door to take advantage of specific services and special promotions.



A full van wrap is ideal for advertising laundry services along pickup and delivery routes.

Please contact Kim with any questions at kloderbauer@cgilaudry.com.