

Touch Screen **Taxi Advertising**

By



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Rationale

- Growing number of taxi riders means a great potential for multimedia advertising
- Better form of communication than traditional channels such as still billboards, overhead LEDs which are easily missed through traffic
- To have a first-mover advantage so that we can bring the best product to the market
- To provide the passengers, mostly frustrated by the Yangon traffic, an outlet by providing a source of information and entertainment

Average trips per day for a taxi : 20
Average Number of Passengers Per day : 50

Total Taxis with ZilpaScreens: 50
Number Of Viewers per Day : 2500
Number of Viewers per Month : 75000

Total Impressions Per Year: 900000 (For 50 taxis)

ZilpaScreens will be in 100 taxis soon reaching close to **2 million** impressions per year.

Average Cost Per Impression: 0.8 Kyats

Product Introduction



Product Information

- . Android Tablets capable of running most multi-media formats
- . Sound volume adjusted to passenger and driver friendly level
- . Frames adjusted to the front passenger headrest
- . Well-designed to minimize theft and damage
- . Password protected to ensure no other Apps disturb the ads
- . Contracted to make sure the drivers also take care of the product
- . An application to measure the total air-time of each tablet at the end of the month to attain desired airtime
- . Equipped with GPS tracker to ensure the tablets are fitted in the taxis
- . Powered by the car's battery source

Contents

- At least ten 60-minute loops a day
- *(40 minutes of advertising and 20 minutes of entertainment)
- *It could change according to the market demand.*
- Updated every four weeks
- Unique entertainment content within each loop to capture maximum attention from the passengers
- Our entertainment contents include comics, music videos, educational clips, Sporting highlights, monthly Yangon guide,etc

Benefits

- Direct marketing to the customers through an innovative channel
- Carefully designed contents to attract better passenger attention (esp. useful in traffic)
- Cost-effective manner to target your main audiences instead of inefficient traditional mass marketing techniques
- Advertisers can take advantage of a new medium to advertise in times of fierce competition and recent regulations on billboards
- New forms of advertising appeals more to the customers

Get started

- Sold in batches of 10-second.
- Minimum contract 1-month
- For detailed pricing, please refer to the *handouts*

Pricing

Loops Per Hour	4	
Total Runtime Per day	10 Hours	
Price Per 10 Seconds=	60000	
Video Length (Sec)	Seconds Per Day	Total Per Month
10	400	60,000
15	600	90,000
20	800	120,000
30	1200	180,000
40	1600	240,000
50	2000	300,000
60	2400	360,000

Future Developments

- Real-time news and information updates via 3G network
- Applications to provide consumer surveys
- Lottery systems using consumer details (such as requiring customer mobile number)
- GPS enabled system to guide local attractions
- Monthly content update through 3G or city-wide WIFI network instead of USB

Thank you very much