



Product Spotlight

Gas Pump Advertising

Gas pumps provide many opportunities to reach consumers. The progression of advertising displays has evolved very quickly: it began with the gas topper at the pump, then with the gas pump handle itself, and later with branding every item from the windshield squeegee to the trash cans. Today, with the introduction of digital advertising, you can reach a consumer with store specials or interactive information as they stand there with nothing to do.

Benefits of the Medium:

Unless you're targeting a major public commuter market (like New York or DC), almost every consumer needs gas. And rarely is an audience more captive than at the gas pump, standing around with nothing to do but wait. An entertaining ad serves as a welcomed distraction. In fact, many consumers see gas pump advertising as informative and entertaining rather than obtrusive.

Another benefit of the medium is the ability to stand out. Advertisers don't have the clutter at the pump like they do inside the convenient store—having to battle with every other pop display on the counter, for instance.

How It is Used:

Depending on the location of the gas station, you can target commuters, soccer moms and family vacationers with messages geared specifically toward them. Targeting by location is a great way to reach certain types of demographic groups. Is there a big mall nearby with a theater? What about a popular health club where your demographic group would work out?

If the digital or interactive screens are used, you might even target day parts. You could plan your messaging to reach morning and evening commuters, after school kids or moms in the afternoon.

Some great campaigns have used station domination to reach their customers by putting messages on the pumps, window squeegees, trash cans, floor mats and in the car wash! It's a perfect environment for capturing attention.

Of course, if you advertise where your products are sold, point-of-purchase is another way to use gas pumps. However, more types of advertisers are discovering gas pump advertising because they know the consumer is probably on his or her way to another buying opportunity. Automotive, Internet, financial and insurance are some of the types of companies that have jumped on the pump.

How It is Measured:

Currently, there aren't any real standard guidelines for measuring an ad campaign. However, you may be able to monitor your specific product sales in the gas station store if you're planning a point-of-purchase campaign.

Markets Available:

You can reach just about any market with gas pump advertising, especially if you target a regional or national gas chain with your messaging. Many media companies offer national and regional campaigns for gas station advertising.

New Technology:

Some of the new technology is evident in the interactive displays, as well as in the materials. Ads are protected from the elements so their messages can last a long time. There are also some opportunities for audio capability.

Who Provides the Products:

(Our list of media providers is constantly growing so check back frequently for more companies.)

Companies That Offer Advertising Outside of the Store (Gas Pump / Car Wash / Tire Pump / Ground Mats):

<http://bit.ly/AllOverMedia>
<http://bit.ly/BriteMediaGroup>
<http://bit.ly/ImageDisplayGroup>
<http://bit.ly/NationalInStoreMedia> (NINS)
<http://bit.ly/PacificMedia>
<http://bit.ly/PetroTV>
<http://bit.ly/PrimeOutdoorSigns>
<http://bit.ly/PumpTopTV>
<http://bit.ly/Roadmark>

Companies That Offer Advertising Inside the Store:

<http://bit.ly/CstoreMediaTV>
<http://bit.ly/CSpotNetworks>
<http://bit.ly/EncompassOutdoor>
<http://bit.ly/InStoreVision>
<http://bit.ly/Tri-StarMedia>