

What is Indoor Advertising?

Indoor advertising is an effective way to reach your target market. Indoor billboards are placed in local businesses such as bars, restaurants, health clubs, coffee shops, golf courses, beauty salons etc.. Placing advertisements in the stalls of the women's restroom and above urinals in the men's restroom has really proved to be an effective medium. Considering the low rates and extremely long lasting impressions, it's no wonder that indoor billboards have become so popular.

Why does it work?

The average view will last between 30 seconds, and 4 minutes. During this time, people are unable to change the channel, turn the page, or tune it out. There is absolutely nothing else to do but focus on the ad. You will truly have a captive audience. Indoor advertising provides potential customers with a **long lasting impressions** and extremely **high recall rates**. In Fact, studies show that 92% of people are able to name specific advertisers. And 88% can name at least 4 selling points of the ads. This means that not only are people reading the ads, but they are remembering them. 98% of people reacted positive or neutral to seeing the ads. So most people are welcoming the ads as a way to occupy a few minutes of idle time while their minds are still very active. The **low cost** of placing an ad and their extremely high level of effectiveness make indoor billboards by In Focus Billboards the perfect choice for any budget conscious business.

Barbour & Monroe Survey Summary:

The following summary contains the results of a survey presented to restaurant and nightclub patrons on their return trip from the restroom. Prior to receiving the surveyor's questions, participants did not expect to be interviewed.

Summary of survey results presented in this report:

92% were able to name **specific** advertisers without prompting.

88% recalled at least **four** selling points in the ads surveyed.

98% reacted **positively** or neutral to seeing ads in restroom facilities.

64% classify their occupations as Professional, Managerial, or Sales.

83% are between the ages of 25 and 54.

The average person dines out 12.6 times per month.

I want to have control of where my ad is placed.

There are many desirable locations in which your ad can be placed. You will be presented with a list of all the locations where your ad can be placed. In Focus Billboards can help you make informed decisions about where your ad will be most effective. This will be based on demographics such as age, gender, interests, and geographic location.

I want to advertise at my competitor's location.

In Focus Billboards is extremely conscious to not allow any company to advertise in a competitor's location. Likewise, if you have indoor billboards up in your business, we would not let your competition advertise there either. For example, there may be an instance when a pizzeria would advertise in a sandwich shop, which would be considered okay, but that pizza place would not be allowed to advertise in another pizzeria.

I already use another form of advertising.

Indoor advertising is just another way to get your name out there. You can begin a marketing strategy with the use of indoor billboards, or you can add them to your current marketing mix. By building brand awareness, indoor billboards will also increase the effectiveness of your current marketing strategies.

How will advertising on indoor billboards reflect on my business?

All the ads are full color and photo quality. All printing is done with a high resolution laser printer to ensure the highest quality result. All network locations have been chosen because they are in a desirable part of town or because the clientele has expendable income. In Focus ads are displayed in a metal frame, with a black powder coat finish to ensure a professional and tasteful presentation.

Newspapers and Magazines

- Reading articles
- Flipping through pages

TV and Radio

- Changing the channel
- Doing other things
- Not paying attention

Outdoor Billboards

- Paying attention to the road
- Passing the sign too quickly
- Obstructed view

Indoor Billboards

- Undivided attention
- Truly captive audience
- Cannot change the channel
- Extended Viewing
- Lowest cost
- Less than \$0.01 per view



Get Results

What the Press is saying about Indoor Advertising

"This is the only place in the world people will stand in line to read advertising."

-The Boston Globe

"Talk about your captive audience. Your attention is riveted directly on the space in front of you. People indeed read the ads- thoroughly. Restroom advertising is naturally, an efficient medium for targeting strictly male or female audience."

-Adweek

"If you went to the restroom three times, you'd read it again and again. Not only can indoor billboards reach a very discerning customer, but they've got that customer's undivided attention."

-Inc.

"People are looking for something new that's targeted and attention-grabbing. This is the way to do it."

-The Wall Street Journal

"In this first measurement of restroom advertising, interestingly, more people claim to have been exposed to restroom advertising than radio."

-Strategy Magazine (Canada)

"...the ads reach the audience most conveyed by advertisers: 21-35 year-olds who like to go out and spend money. Restroom ads allow companies to target a gender with 100% accuracy."

-Fortune Magazine

"Now Madison Avenue has invaded the restroom. It's surprising nobody has thought of this before."

-Newsweek