

ad works media

Your source for cost-effective and extremely  
targeted indoor advertising

ad  
works  
media

## INDOOR ADVERTISING...It Works!

### Why indoor advertising ...

Restroom advertising captures the attention of the **young and affluent 21-35 year old** demographic. While sometimes referred to as “non-traditional” advertising, indoor restroom advertising is widely-recognized as **extremely targeted**, well received advertising media that is a more **cost-effective** form of marketing.

### What EVERYONE is saying...

#### ADWEEK

“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 audiences.”

#### INC. MAGAZINE

“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.”

#### THE BOSTON GLOBE

“This was the only place in the world people would stand in line to read the advertising. A study by Rice University shows that the amount of times readers focus on the bathroom advertisements is about a minute and a half for men and two minutes for women. You got their undivided attention for a period of time.”

#### NEWSWEEK

“Now Madison Avenue has invaded the restroom. It’s surprising nobody has thought of it before.”

#### HOUSTON CHRONICLE

“What a perfect place for an ad.”



Captive advertising placed in locations proven to give undivided attention to your advertisement. Indoor advertisement can also target a specific gender to further your marketing budget.

### DID YOU KNOW?

Research at Arizona State University, Rice University, Barbour & Monroe Marketing, and Market Intelligence Media Research found the following statistics regarding indoor advertising:

- 98% of those surveyed had a positive or neutral reaction to the ads.
- 84.4% recalled seeing a specific ad.
- 92.5% could name specific advertisers without prompting.
- 88.5% of those who recalled seeing a specific ad remembered at least four selling points in the ad.
- Indoor ads are viewed for an average of 1.5 to 2 minutes compared to 3-5 seconds for traditional print advertisements.

### What Independent Research is Telling Us...

- Consumer attitudes towards restaurant advertising were found to be very positive with as much as **98%** of those surveyed indicating a favorable reaction.  
*Arizona State University Study*
- Retention of impressions generated by restroom advertising was found to be on average **40%** stronger than impressions generated by other media.  
*Rice University Study*
- When restroom advertising viewers are shopping for a product or service, retention of that particular product or service advertised raises to an **85%** rate.  
*Market Intelligence Media Research*

# WHY IT WORKS.....



## “Young and Affluent”

### A lucrative segment

Individuals age 21-35

More spending power (Individual income \$44k vs \$33k) and love using it!

Spend 52% more on average than 18-49 year olds as a whole.

Young and affluent	52%+
Average 18-49 year olds	

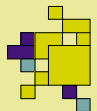


## “Young and Affluent”

### A socially active and outgoing segment

- Spend an average of 21 hours a week on out-of-home activities
- In the past 30 days, they:
  1. Went to a restaurant: 98% (the went an average of 8.8 times!)
  2. Went to bars/nightclubs: 89% (they went an average of 5.9 times!)
  3. Went to health and fitness centers: 53% (they went an average of 4.8 times!)

Restaurants	98%
Bars and Nightclubs	89%
Fitness Centers	53%



## Indoor Advertising

### A sure way to get your message across

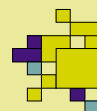
Using indoor advertising is a powerful way to reach your “core” of the Young and Affluent!  
(21-35 year olds with an income of \$45k +)

80% say they generally catch their attention

79% say they usually read their content (which means that 99% of those that notice them usually read them).

62% say that it is an interesting way to learn more about products and services available on the market.

80%
79%
62%



## Indoor advertising

### Best at capturing your audiences attention

Attention given to ads while consuming various media:

Indoor Advertising	79%
TV	46%
Magazines	25%
Outdoor/Radio	24%
Newspaper	21%

\*\*information from IBAA and NEWAD\*\*