

Power of Mobile Advertising

Here are some very interesting facts about mobile advertising.

97% is the recall rate on mobile advertising.

-Outdoor Advertising Magazine TACA's market research July/August 2002

96% of respondents say mobile advertising is more effective than traditional outdoor advertising.

-Outdoor Advertising Magazine TACA's market research July/August 2002

Mobile advertising generates 2.5 times more attention than a static billboard.

-Perception research

"In the out-of-home advertising industry, mobile billboard displays are the most effective form available boosting product and name recognition fifteen times greater than anything else available!"

-The European Outdoor Advertising Association, Zurich, Switzerland

"Our study measured consumer awareness and sales between static billboards, mobile billboards, and no billboards. 43% of the respondents recalled the static billboards over no billboards. However, 94% of the respondents recalled the mobile billboard, but in addition, 80% recalled the specific advertisement. Of even greater importance, static billboards resulted in an increase of sales of 54%, but mobile billboards resulted in an increase of sales of 107%!"

-Product Acceptance and Research, Inc. Washington, D.C.

"Many advertisers have pointed out that traditional forms of advertising have become less effective in reaching their consumers, especially the lucrative 25-35 year old demographic. They are out and about and when they are at home, they're either in front of the computer or usually watching cable (digital) television. It has really segregated the market and forced advertisers to look at creative solutions."

-Caroline E. Mayer, The Washington Post