



SPAR MOBILE ADVERTISING PROPOSAL

Making an impact

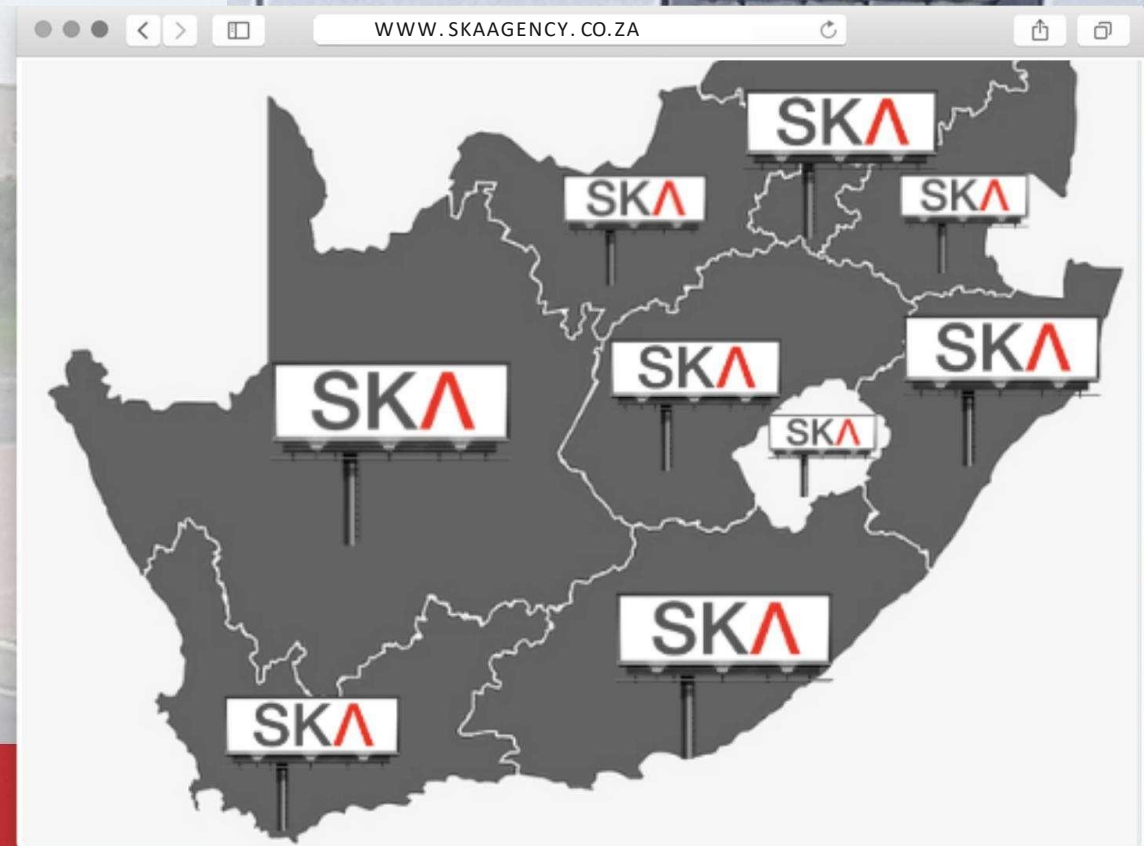
SPAR Brief:

Mobile Advertising targeting the below stores

1 Centurion SPAR Shop 14 Highveld Shopping Centre -25.876157 28.19761

2 Monument Park SUPERSPAR Monument Park Shopping Centre, 73 Skilpad Rd - 25.80152 28.23344

3 Midstream SUPERSPAR 1 Brakfontein Road Shopping Centre, Brakfon -25.9153 28.1926

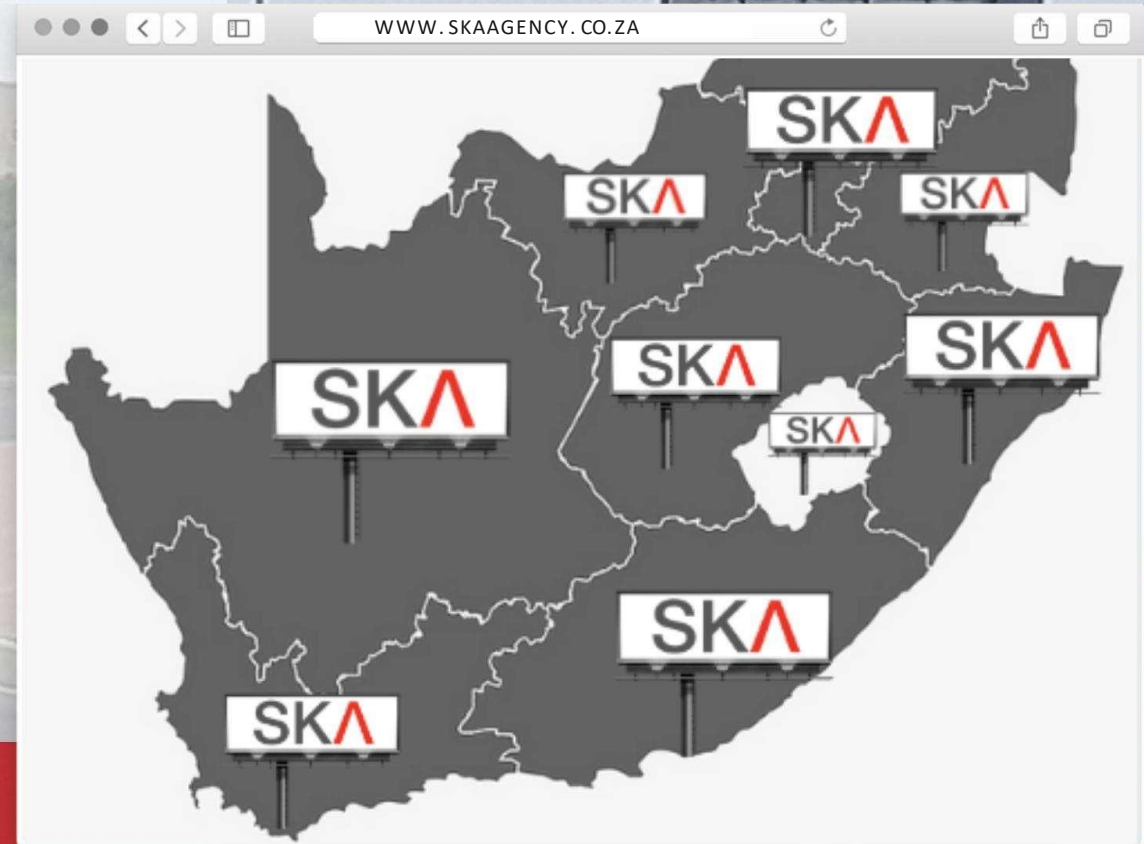


WWW.SKAAGENCY.CO.ZA

Proposed Mobile Channels

SKA Proposed Channels for this brief are as follows:

1. 25 X Food Delivery Motorbikes – Uber Eats Bikes
2. 10 x Double sided Trailer billboards covering all three store locations



Food Delivery bikes



CHANNEL 1.

Food Delivery bikes

Advertising on food delivery bikes
& product promotions with food deliveries

Reach your customers in a new way

Working with Uber Eats in South Africa

Uber Eats



YOUR PERFECT ADVERTISING PARTNER



Value for money

Delivery Bikes get more exposure than a billboard for less money than a street-pole ad! Your budget goes further with Motion's mobile advertising.



Locally targeted advertising to key areas

Own the streets with as many bikes as you'd like, in your targeted areas, thanks to our proprietary Driver Match System.



Guaranteed campaign uptime

Regular inspections and live-tracking of individual vehicles ensures delivery activity, adherence to areas, safe driving and great-looking advertising boxes at all times.



Product promotion direct to the heart of the home

A revolution in Direct Marketing including pamphlet hand-outs and product samples with all food deliveries.



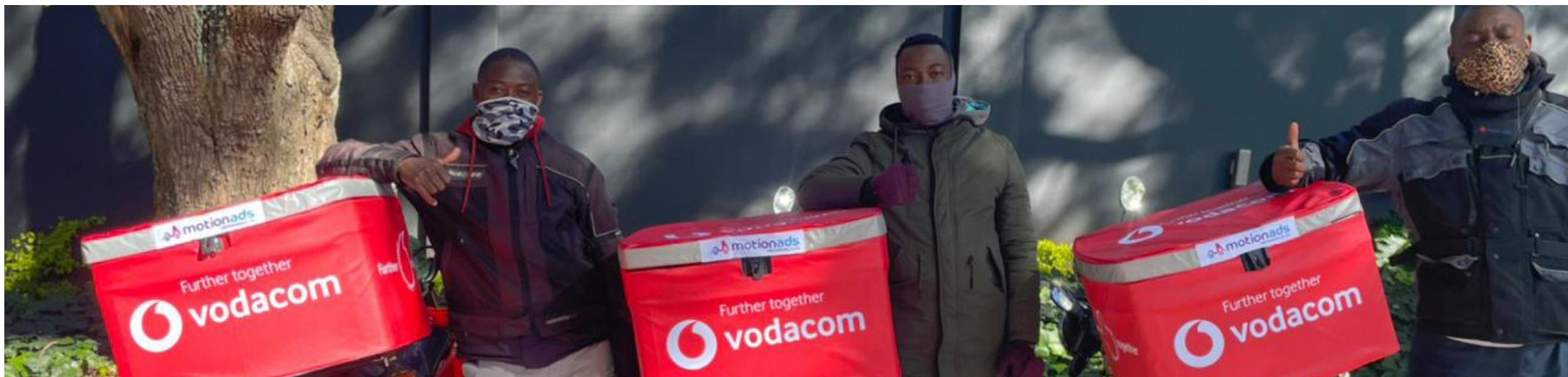
Advertising that can't be ignored

Unique, eye-catching and creative advertising that stands out in the crowd. Our bikes get people talking and our product promotion keeps the conversation going.



Real impact

See the impact on your bottom line and on your drivers who receive a portion of the campaign spend as additional income every month.



BIKE BRANDING

Stunning top box branding.



FLYER DISTRIBUTION

A6 flyer stapled to every food delivery order.



14 deliveries per driver per day

Winning Flyer Ideas

Promo Codes

Print unique promo codes onto flyers. Customers redeem a special offer when buying with the code. Good for driving sales and tracking bike's direct impact on bottom line.

Run Competitions

One such idea is for customer take a picture of their flyer, posts to social media, tags your page and 3 friends to stand a chance of winning a prize.

Announce Special Promotions

Christmas specials, opening sales, product launches and more.

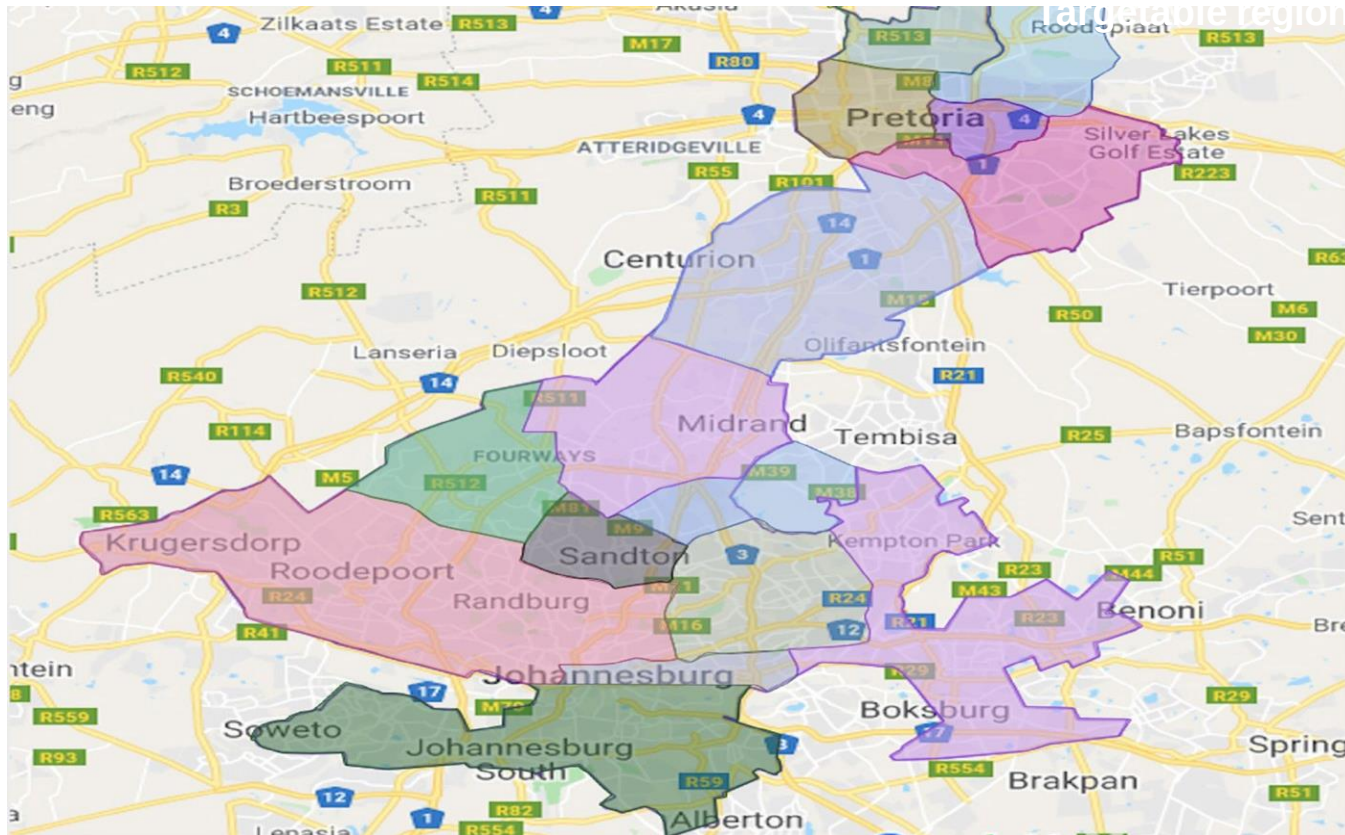
QR Codes

Drive traffic to a page on your website or product in your store.

OWN THE STREETS

Own the streets with as many bikes as you'd like, in your targeted areas, thanks to our proprietary Driver Match System.

Our delivery bikes drive from morning till night within the following regions across Gauteng. Simply request a region to target and we'll match you with the most suitable drivers.



- | | | |
|-------------------|------------------|------------------|
| Joburg West | Joburg Central N | Pretoria Central |
| Joburg South | Joburg North | Pretoria West |
| Joburg East | Joburg NW | Pretoria NE |
| Joburg Central NW | Centurion | Pretoria North |
| Joburg Central | Pretoria East | |

INSIGHTS ON DELIVERY BIKE ADVERTISING



275 000 impressions
per bike per month



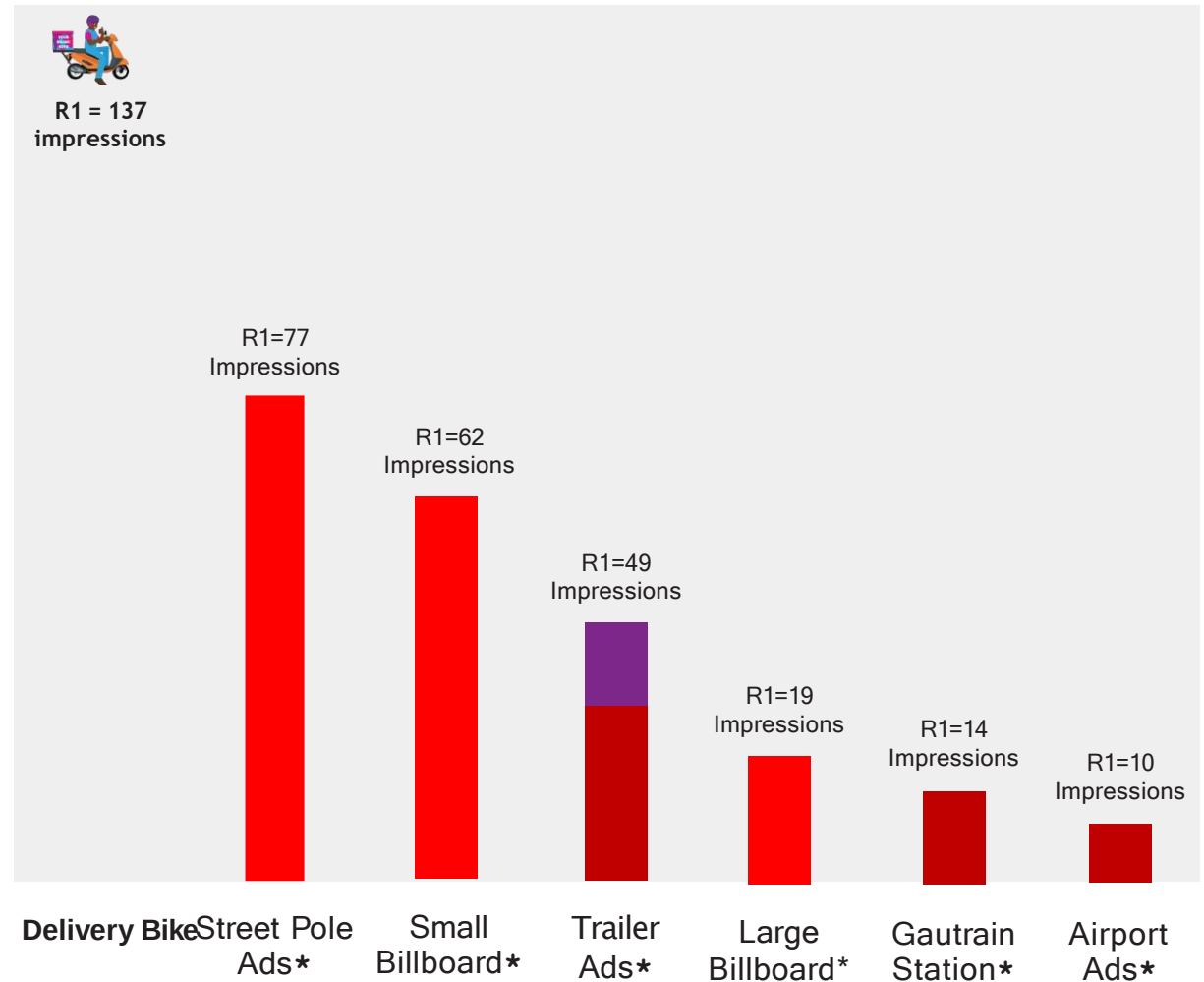
300-400 deliveries
& hand-outs per
bike per month



Average distance
of 70km per
bike per day



250 hours of
drive-time per bike
per month



*Sources: <https://modernmarketing.co.za/out-of-home-measurement-council-releases-road-ooH-guidelines>
Street Pole, Gautrain Station, Trailer Ads & Airport Ads source: Average across multiple media owner's rate cards

THE 3 KEY ELEMENTS TO A BIKER CAMPAIGN

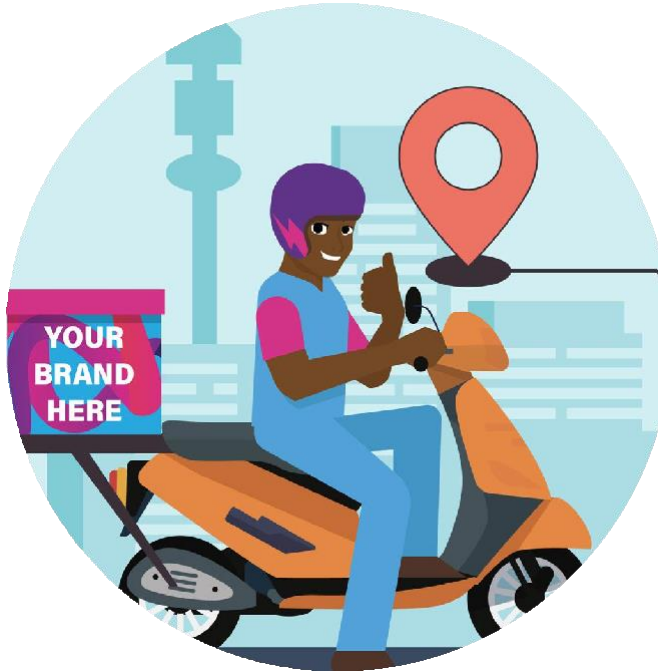
1 Driver-Partners

Regular Video Check-ins & Monthly Physical Inspections

Ensuring drivers are best representing your brand.

Delivery Drivers → Brand Ambassadors

Pre-campaign training and education = Driver-Partners spread your brand with a smile.



2 All-Inclusive Campaign Management

Scheduled Rewrapping

We rewrap your entire fleet every 3 months due to normal wear and tear.

Incidental Rewrapping

In the rare event of an accident, we ensure the affected bike is back on the road in great condition within a few days at no additional cost to you.

Monthly Campaign Reports

We compile and send you a report of the most relevant data from our live GPS tracking and driver inspections.

3 Technology + Behavioural Science

Live GPS Tracking

Our live movement tracking, down to the individual bike, allows us to monitor Driver-Partner's stats and movements on a daily basis.

Driver Incentive Programme

We run a friendly competition between your Driver-Partners each month. Adherence to MotionAds' standards, quality of driving and quality of bikes are improved as a result.

TESTIMONIALS

Pick n Pay ASAP

"I appreciate Motionads' proactive and can-do attitude. Their execution has been fast and flawless.."

John Bradshaw (Group Head Of Marketing)



"MotionAds runs their operation very well... they do what they say they'll do, when they say they'll do it. I couldn't fault them, not in the least. In fact, they go above and beyond - sending me data, images, reports, and more. All in all, I found the team easy to work with, and the end product professionally executed. I would happily use them again."

Mark Mahoney (Logistics and Ecommerce Lead)

Avo by Nedbank

YOCO

"While always looking to test unconventional ways of advertising, we stumbled upon this fresh concept of moving billboards. We immediately knew this would be a perfect fit for us... Elan and Jon went out of their way to help us out and give us the best possible service... the process was quick, flawless and efficient... It feels like the Motion team really cares about getting results for your brand."

Maya Liepaz (New Region Development)



"We have seen an increase in calls and leads through targeting specific areas in Johannesburg, this has been an exciting new marketing medium for us and we will definitely be using Motion again."

Natasha Ashokumar (Logistics and Ecommerce Lead)

SA Waterproofing

Sorbet Man

"Looking for media partners is easy. You will find many. But to find ones with the perseverance, patience & ability to make magic is rare. Motion Outdoor has been incredibly professional to work with & proactive in their approach to assist me in all of my marketing & business needs."

Sapna Naran (Head of Marketing)



RATE CARD

*All prices exclude VAT and Agency commissions.

MONTHS	BIKES	*PRODUCTION & FLIGHTING	+	CAMPAIGN RENTAL	=	CAMPAIGN TOTAL
3						
	25	R 48 980		R 112 372,50		R 161 352,50

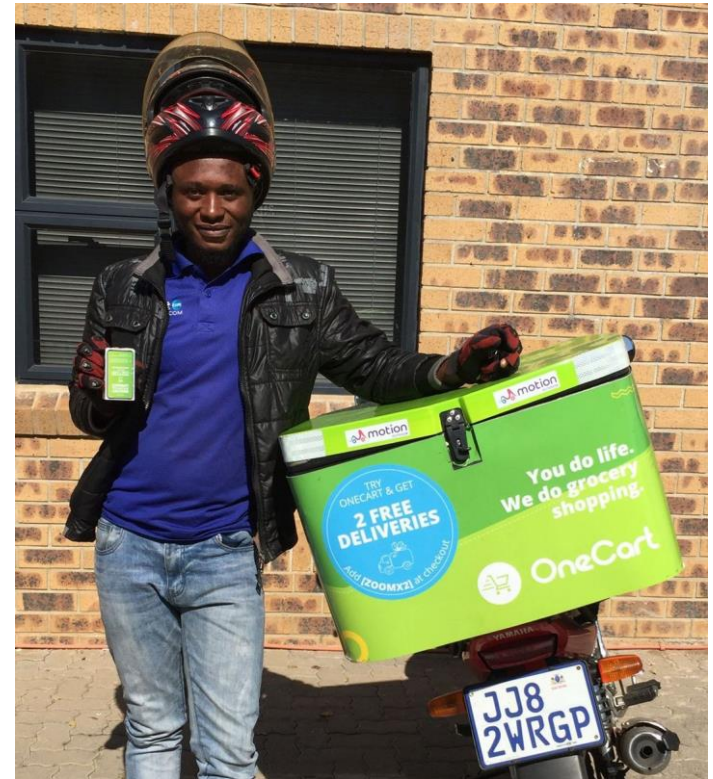
*Production and Flighting includes a full fleet rewrap every 3 months

In-home Flyer drops	R45 per bike per day

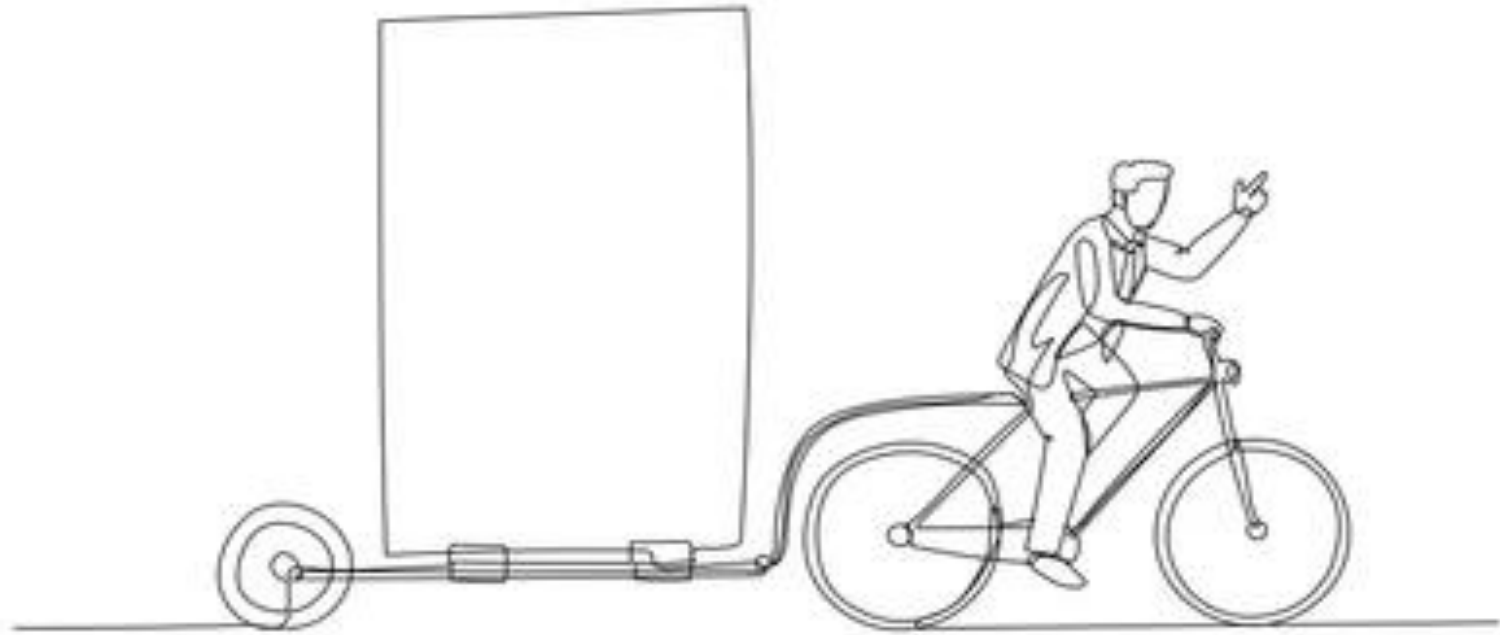
Working with Uber Eats in South Africa







TRAILER BILLBOARD



CHANNEL 2.

Trailer Billboard

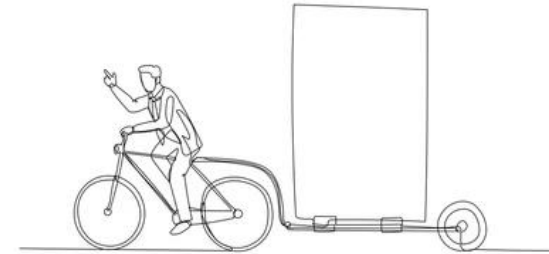
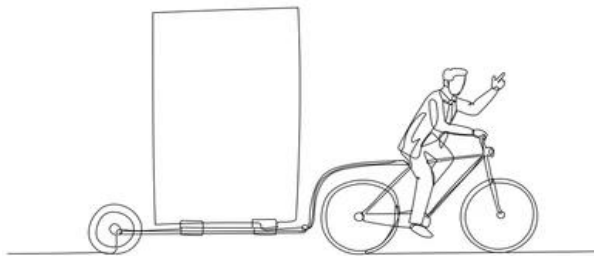
Advertising on Mobile Trailer Billboards

Reach your customers in a traditional way



INSIGHTS ON MOBILE TRAILER BILLBOARD ADVERTISING

- 👁️ Reach over 150 000 views per day
- 🚚 Our team of logistics experts, making sure your billboard gets moved and positioned correctly
- 🎯 Moved at your request AT ANY TIME to any event or location such as traffic hotspots, intersections, events, shows or expos
- 📺 MASSIVE 2 sided mobile billboard cannot be missed!
- 🔧 Trailers are always maintained and roadworthy
- 👥 We lead the market through service delivery
- 💰 With our professional service you get value for money



- ✂️ Through the line graphic design, digital printing and installation
- 📍 We identify your hotspots and target markets
- 🕒 Operating times 6am - 5pm
- ➕ We move your billboard to new locations daily
- 🚗 We supply a driver, vehicle, petrol and accident insurance
- 📱 Our team will send you visual updates daily
- 🚚 We deliver within 3-5 working days after artwork approval
- 🤝 **OUR PROMISE: 24 Hour replacement guarantee**
We absorb costs on all theft & damage to the artwork or trailer and guarantee full replacement with 24 hours at no extra cost during the campaign duration.

*Sources: <https://modernmarketing.co.za/out-of-home-measurement-council-releases-road-ooH-guidelines>

Street Pole, Gautrain Station, Trailer Ads & Airport Ads source: Average across multiple media owner's rate cards

RATE CARD

*All prices exclude VAT and Agency commissions.

MONTHS	TRAILERS	*PRODUCTION & FLIGHTING	+	CAMPAIGN RENTAL	=	CAMPAIGN TOTAL
3						
	5	R 37 575,00		R 127 500,00		R 165 075,00

