



Mobile Billboard Advertising:
Owletu, a Ponemus Company,
Driving Impact in Miami

Captivate, Connect, Conquer with Owletu **Mobile Advertising!**

Unleash Your Brand's Potential on the Move!



(305) 501-4778

owletu.com



Company **Overview**

Owletu is a subsidiary company of Ponemus, specializing in Mobile Billboard Advertising.

As part of the Ponemus family, Owletu benefits from Ponemus' extensive industry expertise and resources.

We are dedicated to delivering impactful and innovative advertising solutions in Miami and beyond.

Key Features and **Advantages**

- ✓ **Dynamic LED Displays:** Our mobile advertising trucks are equipped with high-resolution LED displays for captivating visuals.
- ✓ **Targeted Route Planning:** We strategically select routes to ensure maximum exposure to the desired audience.
- ✓ **GPS Tracking and Reporting:** Our advanced GPS tracking system provides accurate monitoring and detailed reporting.
- ✓ **Seamless Integration:** We offer seamless integration with mobile and online marketing strategies for comprehensive campaigns.



Advertising Options and Packages

Our advertising options and packages are designed to accommodate various budgets and campaign objectives.

Choose from flexible packages, including campaign duration, frequency, and customization options.

We provide transparent pricing and offer competitive rates to maximize the value of your investment.

Target Industries and Demographics

Owletu caters to a diverse range of industries and target demographics.

Whether you're a local business, event organizer, political campaign, or real estate developer, we can help you reach your audience effectively.

Audience Reach and Coverage

Our mobile billboard advertising reaches a wide audience in Miami and its surrounding areas.

We cover high-traffic zones, popular events, and specific demographic hotspots for maximum visibility.

Detailed audience reach and coverage statistics are available upon request.

Our Testimonials

Hear from our satisfied clients about the positive impact our mobile billboard advertising has made on their businesses.

Read testimonials from industry leaders who have experienced success through our campaigns.



Partnering with Owletu, a Ponemus Company, has been a game-changer for our brand. Their mobile billboard advertising service in Miami has exceeded our expectations and delivered exceptional results. The captivating LED displays on their trucks have allowed us to capture the attention of our target audience effectively. Owletu's strategic route planning and precise GPS tracking have ensured maximum exposure and measurable impact. Their team's professionalism and dedication have made them invaluable partners, and we highly recommend them for anyone seeking impactful mobile advertising solutions.



Raul J Rivera President and Founder BCI



I cannot speak highly enough of Owletu, a Ponemus Company, and the impact their mobile billboard advertising service has had on our marketing campaigns. Their LED Mobile Advertising Trucks in Miami have been instrumental in boosting our brand visibility and driving customer engagement. I wholeheartedly recommend Owletu, a Ponemus Company, to any business looking to make a bold statement in their advertising efforts. They have proven to be reliable partners who deliver exceptional results.



Alexander Montane President of Cure Wellness Medical Center



Owletu, a Ponemus Company, has been an invaluable partner in our efforts to promote Ebenezer International Christian Academy. Their mobile billboard advertising service has allowed us to effectively reach our target audience in Miami. The vibrant LED displays on their trucks have generated significant interest and intrigue, capturing the attention of parents and students alike. With strategic route planning and precise GPS tracking, Owletu has ensured that our message reaches the right neighborhoods and generates the desired impact. Their professionalism and dedication to our success have been evident throughout our partnership, and we highly recommend Owletu to any educational institution looking to enhance their visibility and attract new students.



Greisy Cue Founder of Ebenezer International Christian Academy



Custom Artwork **Design**

At Owletu, we understand the importance of visually striking and captivating artwork for mobile billboard advertisements.

Our team of skilled designers specializes in creating custom artwork that effectively communicates your brand message and captures attention.

We collaborate closely with clients to understand their unique brand identity, target audience, and campaign objectives.

Using our creative expertise, we transform client input into visually appealing designs that align with their vision and campaign goals.

Whether it's designing eye-catching visuals, incorporating brand elements, or crafting compelling messages, we strive to deliver artwork that stands out and makes a lasting impression.



Benefits of Custom Artwork Design

Custom artwork design offers several advantages for mobile billboard advertising campaigns

- ✓ **Increased Brand Visibility:** Professionally designed artwork helps your brand stand out and grab attention amidst the surrounding environment.
- ✓ **Tailored Messaging:** Custom artwork allows you to communicate your unique message effectively, ensuring it resonates with your target audience.
- ✓ **Brand Consistency:** By incorporating your brand elements and visual identity, custom artwork reinforces brand recognition and consistency across all marketing channels.
- ✓ **Maximum Impact:** Our creative designs are strategically crafted to captivate viewers, leaving a memorable impression and driving engagement.

We take pride in our ability to create compelling custom artwork that elevates the impact of mobile billboard advertising. Let us collaborate with you to design artwork that effectively communicates your message and achieves your advertising goals.



Our **Route**

- ✓ **High-Traffic Arterials:** Our trucks traverse major thoroughfares in Miami, including the bustling highways and main roads that experience heavy vehicular and pedestrian traffic. This ensures high visibility and broad exposure for your advertisements.
- ✓ **Popular Neighborhoods:** We strategically navigate through popular residential areas known for their vibrant communities and active lifestyles. By targeting these neighborhoods, we can effectively engage with local residents and potential customers.
- ✓ **Business Districts:** Our route encompasses key business districts and commercial hubs in Miami, where professionals, entrepreneurs, and decision-makers congregate. This allows us to capture the attention of the corporate audience and promote your brand in the heart of the city's economic activity.
- ✓ **Entertainment Venues:** Miami is renowned for its thriving entertainment scene. Our route includes areas near popular event venues, concert halls, sports arenas, and cultural hotspots. By positioning our mobile billboards in proximity to these venues, we can effectively reach attendees and enthusiasts, generating buzz and excitement around your brand.
- ✓ **Special Events and Festivals:** We strategically align our route with major events and festivals taking place in Miami. This includes music festivals, art fairs, trade shows, and other high-profile gatherings. By targeting these events, we can amplify your message and create a significant impact during times when the city is abuzz with activity and visitors.

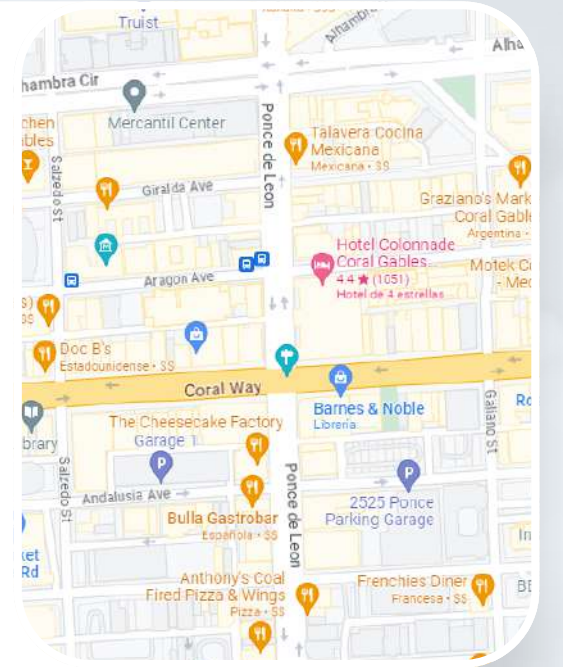
Throughout our route, our GPS tracking system ensures accurate monitoring and reporting of our trucks' locations and movements. This provides transparency and accountability, allowing you to track the effectiveness of your campaign and make data-driven decisions.

Please note that our route is customizable and can be tailored to specific target areas or events according to your advertising needs and target demographics.

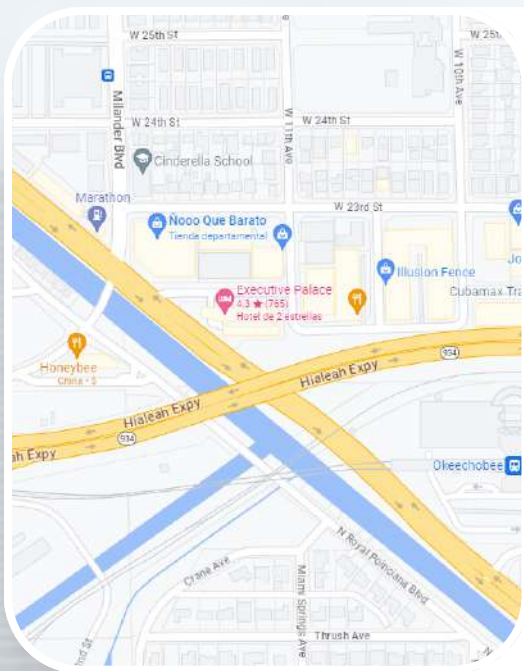
By selecting our mobile billboard advertising route in the Miami metropolitan area, you can effectively promote your brand, capture attention, and make a lasting impression on a wide range of audiences in one of the most vibrant cities in the world. Our mobile billboard advertising route in the Miami metropolitan area is carefully planned to maximize exposure and reach a diverse audience.

Here's a Description of **our Route**

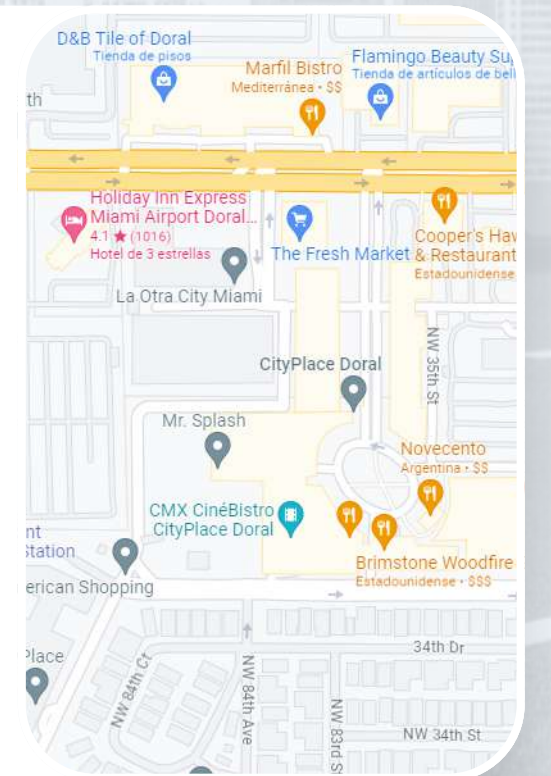
Doral City Place
Coral Gable
Brickell
Hialeah
Down town



Miami Beach
Wynwood
North Miami Beach
Kendal
Homestead



Opaloka
Miami Gardens
Miami Lakes
Medley
West Miami



Our **Prices**

Weekly Packages

\$1,200 to \$2,500 per week per truck, depending on the market demand and route coverage.

- ✓ **LED Mobile Billboard Advertising:** Rental and operation of a mobile billboard truck with dynamic LED displays.
- ✓ **Route Coverage:** Traveling along major thoroughfares, popular neighborhoods, business districts, and entertainment venues in Miami.
- ✓ **Duration:** One-week advertising coverage to maximize exposure.
- ✓ **Basic LED Content Design and Placement:** Assistance in designing and optimizing engaging LED content for the advertisement.

Monthly Packages

\$4,500 to \$8,500 per month per truck, considering the longer-term commitment and sustained visibility.

- ✓ **LED Mobile Billboard Advertising:** Rental and operation of a mobile billboard truck equipped with dynamic LED displays for attention-grabbing advertisements.
- ✓ **Extended Route Coverage:** Comprehensive coverage of high-traffic arterials, popular neighborhoods, business districts, and entertainment venues in Miami, ensuring broad exposure to diverse audiences.
- ✓ **Sustained Visibility:** Advertising coverage for an entire month, providing ample time to reach and engage the target audience with the client's LED advertisement.

Custom packages

- ✓ **Time-Based Packages:** Offer different packages based on the duration of the advertisement. For example, you could have packages for a week, a month, or longer periods to cater to varying campaign needs.
- ✓ **Targeted Neighborhood Packages:** Create packages that specifically target certain neighborhoods or residential areas known for their demographics or specific interests. This allows clients to focus their message on a particular audience segment.
- ✓ **Event-Based Pricing:** Develop pricing options that align with specific events or occasions in Miami. For instance, you could offer higher rates during major sporting events, music festivals, or cultural celebrations when there is a surge in attendance and potential exposure.
- ✓ **Customized Route Packages:** Provide clients with the flexibility to customize their advertising route within the Miami metropolitan area. This allows them to choose specific high-traffic arterials, popular neighborhoods, or business districts based on their target audience and marketing objectives.
- ✓ **Time of Day Packages:** Offer pricing options based on the time of day the mobile billboards will be in operation. Clients may prefer peak hours when there is higher traffic volume or specific time slots to maximize visibility and engagement.
- ✓ **Exclusive Venue Packages:** Create specialized packages that focus on entertainment venues, such as concert halls or sports arenas. These packages could offer premium positioning and extended exposure near these high-profile locations.

Our **Schedule**

We understand the importance of timing and flexibility in mobile billboard advertising campaigns. Our schedule is designed to accommodate your specific needs and maximize the impact of your message. Here's an overview of our availability:

Weekdays: Monday to Friday

Our mobile billboard advertising service is available on weekdays, allowing you to target busy workdays and capture the attention of commuters, professionals, and local residents.

You can choose from various time slots throughout the day to align with your campaign objectives and target audience.

Weekend Options: Saturday and Sunday

We offer weekend availability for those seeking to reach a weekend-oriented audience, including shoppers, event-goers, and families enjoying leisure time.

Similar to weekdays, you have the flexibility to select specific time slots on weekends to suit your campaign goals.

Customized Campaign Duration

We provide options for short-term or long-term campaigns based on your specific requirements. Whether you need a one-day blitz or a sustained presence over several weeks, we can tailor the campaign duration to meet your advertising goals.

Targeted Event Coverage

If you have a specific event or festival you want to target, we can accommodate your schedule to align with the event dates and times.

By strategically positioning our mobile billboards near event venues or along event routes, we can maximize exposure and engage with event attendees effectively.

Please note that our schedule availability is subject to prior bookings and availability. We recommend contacting us in advance to discuss your desired campaign dates and secure your preferred time slots.

With our flexible schedule options, you can choose the most suitable timing for your mobile billboard advertising campaign, ensuring optimal exposure and impact on your target audience.

Estimated Daily Impressions

The number of impressions per day can vary depending on several factors, including the specific routes, locations, and time slots chosen for your mobile billboard advertising campaign. While it's challenging to provide an exact number without specific details, we can provide an estimate based on industry averages and our experience in the field.

On average, a single mobile billboard truck can generate thousands of impressions per day. The exact number of impressions can be influenced by the following factors:

- ✓ **Route Selection:** Choosing routes with high traffic volume, busy intersections, and popular areas can significantly increase the number of impressions your campaign receives.
- ✓ **Time of Day:** The time slots during which your mobile billboard is on the road can impact impression counts. Rush hours, lunch breaks, and other peak traffic times tend to yield higher impressions.
- ✓ **Vehicle Placement:** Positioning the mobile billboard truck strategically on the road can enhance visibility and increase the likelihood of capturing viewers' attention, resulting in more impressions.
Population Density: Advertising in densely populated areas or areas with high foot traffic can lead to a larger number of impressions as there are more potential viewers.
- ✓ **Campaign Duration:** The longer your campaign runs, the more impressions you can accumulate over time.

It's important to note that impressions are an estimate of the number of times your advertisement is seen, and it doesn't represent unique individuals. However, mobile billboard advertising excels at creating repeated exposure, as the mobile nature of the medium allows your message to reach a wide range of individuals repeatedly.

To gain a more accurate estimation of daily impressions for your specific campaign, we recommend discussing your target routes, desired time slots, and campaign duration with our team. We can provide a more detailed analysis and estimate based on your unique advertising objectives.



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