

The logo for traxx. is rendered in a bold, orange, sans-serif font. The letters are thick and blocky, with a slight shadow effect. The period at the end is a solid orange square.

traxx.

**Innovation in Outdoor Advertising**



[www.traxx.com.gr](http://www.traxx.com.gr)



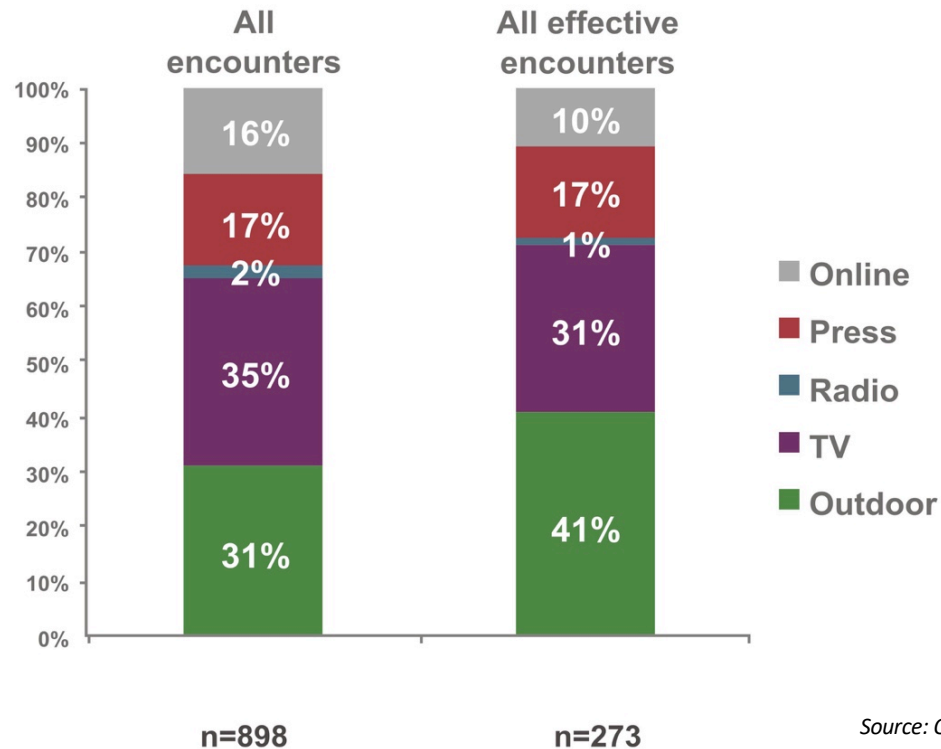
**Change graphics to trucks and trailers,  
easily, quickly and Green!!!**

**Road To Success**

Europe's Leading Truck Frame System

# ***Outdoor scored second highest of the media encounters, behind television!!!***

Share of media encounters



Source: Outdoor Media Centre



## Billboard on the Road



## PISA on the Road





# PISA on the Road



# Billboard on the Road





# Static vs. Moving



**One** person  
see's poster 100 times



**100** people  
see the truck once

**32.500 people, in average,**  
**see a truck campaign per day per truck!!!**

Source: Vivid Research

***Marketing in Logistics and  
Sustainable Outdoor Advertisement for  
moving **PISA** and **Billboard*****





# Statistics based on truck's GPS system

## Data (around Greece)

Period: 1/01/2014 -

7/03/2014

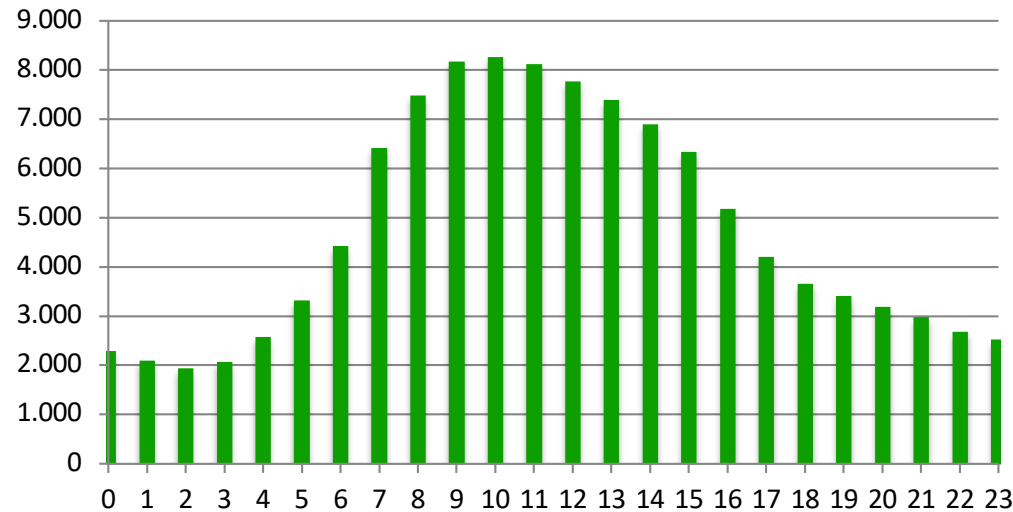
Number of trucks: 400

Total hours: 113.335

Frequency: 4,34

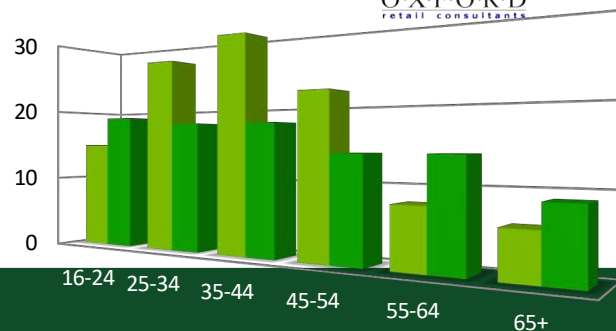
Source: TELENAVIS

## hours of Movement per day

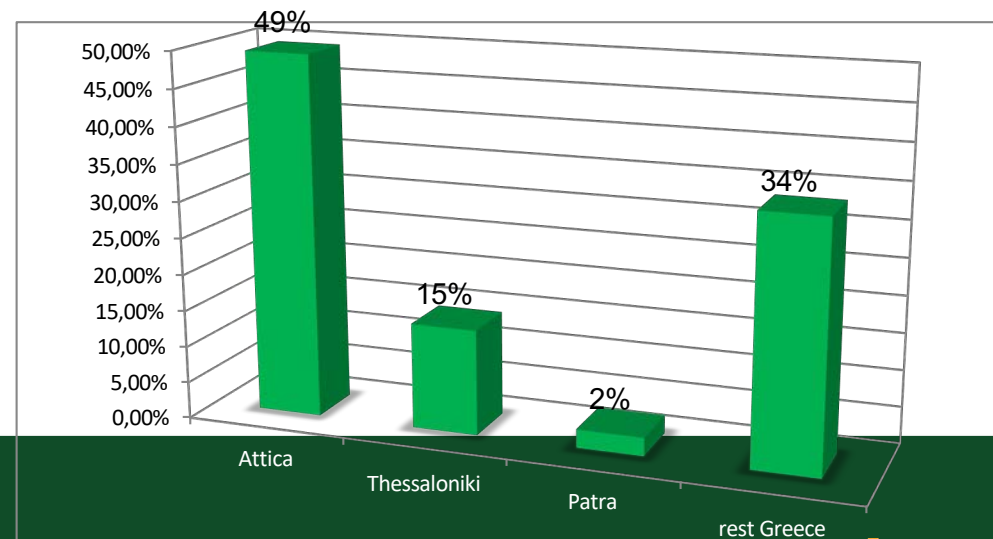


✓ Vehicles move throughout the entire day. 80% of that time is from 7.00 to 18.00 (daylight).

## Campaign Audience



■ Truck Audience (%) ■ European Average profile (%)



# Comparison Chart

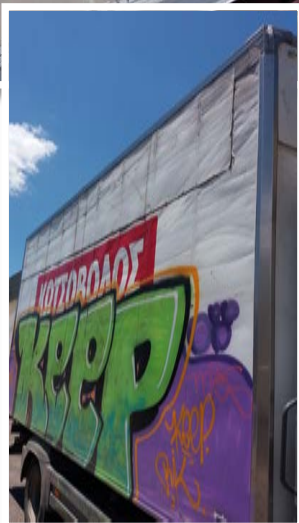
## *Traxx Frame System vs Self Adhesive Vinyl*

Required Tasks	Graphics application using Self Adhesive Vinyl	Graphics application using Traxx Frame System
Removal of old graphics	1 day	-
Reconstruction of chamber's damage	1 day	-
Application of new graphics	1 day	30 minutes
Vehicle out of scheduled routes	3 days	-
Requirement for indoor application	Yes	No
Requirement for vehicles to be moved to the contractor's premises	Yes	No All tasks take place into customer's place
Re-change of graphics / Switch campaigns	No	Yes
Maximum number of vehicles per day (group of 2 technicians)	1 vehicle	16 vehicles



# Before - After

*Traxx Frame System vs Self Adhesive Vinyl*



**traxx.**  
GREECE





By using **Traxx PISA & Billboard**, you will  
achieve high frequency, influence a  
massive audience to absorb your message  
on their journey to buy







- ✓ Value for Money. Low cost per OTS
- ✓ Green Technology. 100% Recyclable materials
- ✓ Application to over 22.000 trucks in 11 countries, communicating and promoting some of the world's most respected brands!!
- ✓ **750 trucks in Greece and Cyprus – targeting 1.000 trucks end of 2018**
  - ✓ European Certification for high safety standards during trips
  - ✓ One-piece printing, without tiles and color differences



- Reaching people on the road while they are going about their working day is ideal
- The audience is quantifiable
- Technology allows them to engage with you in their down time anywhere
- **Traxx PISA & Billboard:** Stand out in bland surroundings with an **Effective Message**



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[www.traxx.com.gr](http://www.traxx.com.gr)

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