



Moxie

Africa Media

COMPANY PROFILE

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INTRODUCTION

Welcome to transit advertising where traditional (analog) and contemporary (digital) form of advertisement integrate.

This is a marketing channel where promotional media is dynamically displayed in outdoor public spaces. It consists of a mix of digital and outdoor advertisement elements and has gained popularity as the 3rd preferred advertisement medium chosen by various big brands in entire world.

Moxie is a brand that delivers time and location-based advertising to clients using stickers (wraps), digital and still screens that are mounted on top of cabs. This gives brand messages of business owner's optimum level of exposure, aiding in brand building, grabbing consumer attention and, in turn, a better ROI.

It's a cost effective form of outdoor media marketing. The business owners of start-ups can promote their business in tune with their budget and the mantra 'pay less, get more" works for taxi-top advertising.

Vision

To be the leading transit advertising partner in Africa, making our presence felt in the industry.

Mission

Be proactive in providing up to date data and media solutions through cost effective means

About us

Moxie Africa Media is the leading taxi advertising and vehicle branding company in the country and the East African region. Our company was founded with a clear objective of moving client messages to targeted audience through transportation networks.

We strive to achieve and provide detailed, Up-do-date and accurate data. Our various advertising options aim at achieving more than 10,000 impressions at geographical locations of your choice.

Our advertising model majorly relies on roof space and branding of vehicles. The main partner in the transportation network is the TAXI and Bajaji.

They traverse a minimum of 100km per day, transport over 50 people per day and complete over 20 trips.

We have partnered with local and regional taxi associations with over 10,000 vehicles (members) spread across the country and the greater East Africa region.

Our goal is to significantly contribute to increasing brand awareness of our clients. Our partnership approach is guaranteed to make you more visible to your customers/consumers.

Target audience

Due to the nature of our services offered our target segment ranges from small scale set ups to big and renowned corporates as we have a flexibility in pricing structure based on their spending capacities.

Our primary goal is to create awareness and visibility. We bring onboard upcoming as well as established brands. Ultimately, this drives revenue and pushes the graph at a steady pace through strategic advertising.

WHY MOXIE



**Personalized dashboard
offered to clients**



**24/7 reliable customer
support**



**Real-time analytics offered for
ad campaigns**



**Tailor-made packages for
clients belonging to different
demographics**



**Effective geo-targeting
maximizing audience reach**



A better ROI

PRODUCT OFFERING

LED Topper

- * Double sided LED face taxi top and a creative way of advertising
- * Flexible and adoptable to any sector or industry
- * It gives up-to-date information
- * Its cost effective due to its low cost per impression
- * Digital moving billboards. It displays multiple messages by time, day or geo- targeted locations
- * Extensive audience measurements
- * Appealing to the eye and easily remembered.
- * It's set at eye level and illuminated hence commands attention.
- * No banner printing cost
- * Targeted location by location/ Geo fencing using GPS technology and scheduling software.
- * Change your creative as often as you like during the campaign
- * Post campaign attribution analysis.



Static Topper

- * High reach and eyeball impressions
- * Impactful in the sense that the product image is embedded in the audience's memory/mind
- * Its set at eye level hence commands attention
- * Double sided ads with backlight
- * It offers more room for creativity
- * Post campaign attribution analysis.



Bajaji

- * Appear in heavily trafficked areas
- * Mobile coverage
- * Cost effective
- * Highly visible
- * Contemporary advertising
- * Post campaign attribution analysis.



Car Wrap

- *Expressive and efficient hence unique look that stands out
- *One time branding cost
- *High reach and eyeball impressions
- *Impactful in the sense that the product image is embedded in the audience's memory/mind
- *Aesthetic pleasure
- * It's set at eye level hence commands attention
- *Post campaign attribution analysis.



In cab advertising

- *One on one with your target audience
- *Cost effective
- *Innovative and unique way of advertising
- *Interactive with the target audience
- *Impactful
- *Viable and smart way of advertising
- *Post campaign attribution analysis



Taxi Staging/ Special events

- *Causing market disruptions
- *Directing traffic/attention
- *Longer campaign periods
- *High reach and eyeball impressions
- *Impactful in the sense that the product image is embedded in the audience's memory/mind
- *Its set at eye level hence commands attention
- *Post campaign attribution analysis.



Product packages

- 1st - Platinum
- 2nd - Gold
- 3rd - Silver

	Platinum	Gold	Silver
Full Wrapping	5	3	1
Half wrap	5	3	1
Static Topper	40	20	10
LED Topper	6	3	1
In cab branding	50	30	20
Tuktuk branding	50	25	15
Kiosk branding	15	10	5

Add ons:

1. All packages are attached to an account manager
2. Drivers as Brand ambassadors
3. Material distribution option available
4. GPS monitoring enabled
5. Minimum contract period 3 months

THE ADVANTAGES

- Cost effective
- Durable
- Metrics and attributions
- Outdoor to online
- Better ROI
- True multi media

Statistics

- Each taxi does an average of 100km a day
- 8,000 total impressions per taxi

Cost Per Km

- Cost per cab per day Tsh 52,660
- Spend per day $(52,660/8,000)*1,000 = \text{Tsh } 6,583$

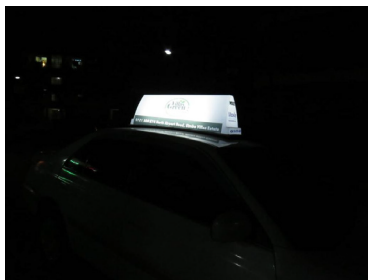
eCPM (Effective Cost Per Km)

- $(\text{Total earning from an ad campaign} / \text{total impressions}) * 1,000$
- $(100/8,000) * 1,000$

Return On Investment

- $(\text{Total Ad revenue} - \text{total ad campaign cost}) / \text{total ad campaign cost}$
- $(x - 52,660) / 52,660$

GALLERY





Moxie

Africa Media

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