

Engaging brand experiences for urban audiences



Hold-On Productions! is an **out of home** advertizing agency that has been specializing in bus wrapping **around the world** for over 14 years.

We **connect brands with urban audiences** from traditional transit advertizing to **customized tailored solutions**.



BRAND AWARENESS .1
TACTICAL CALL-TO-ACTION .2
EXPERIENTIAL MARKETING .3
CREATIVE EVENTS .4

Transit media

Roadshow

Pop-up store bus

Custom bus





Dji - Paris



Madrid Invest - Nyc



Turkish Airlines - Nice



Ambrosial Yogurt - Moscow



City of Marseille - Paris



Jamaica - Paris



Prado Shopping Center - Marseille



Nice french-riviera - Saint Petersburg



Wertheim Village - Frankfurt

**Brand
Awareness**

Brand awareness

Hold-On Productions! transit media network: *Europe*

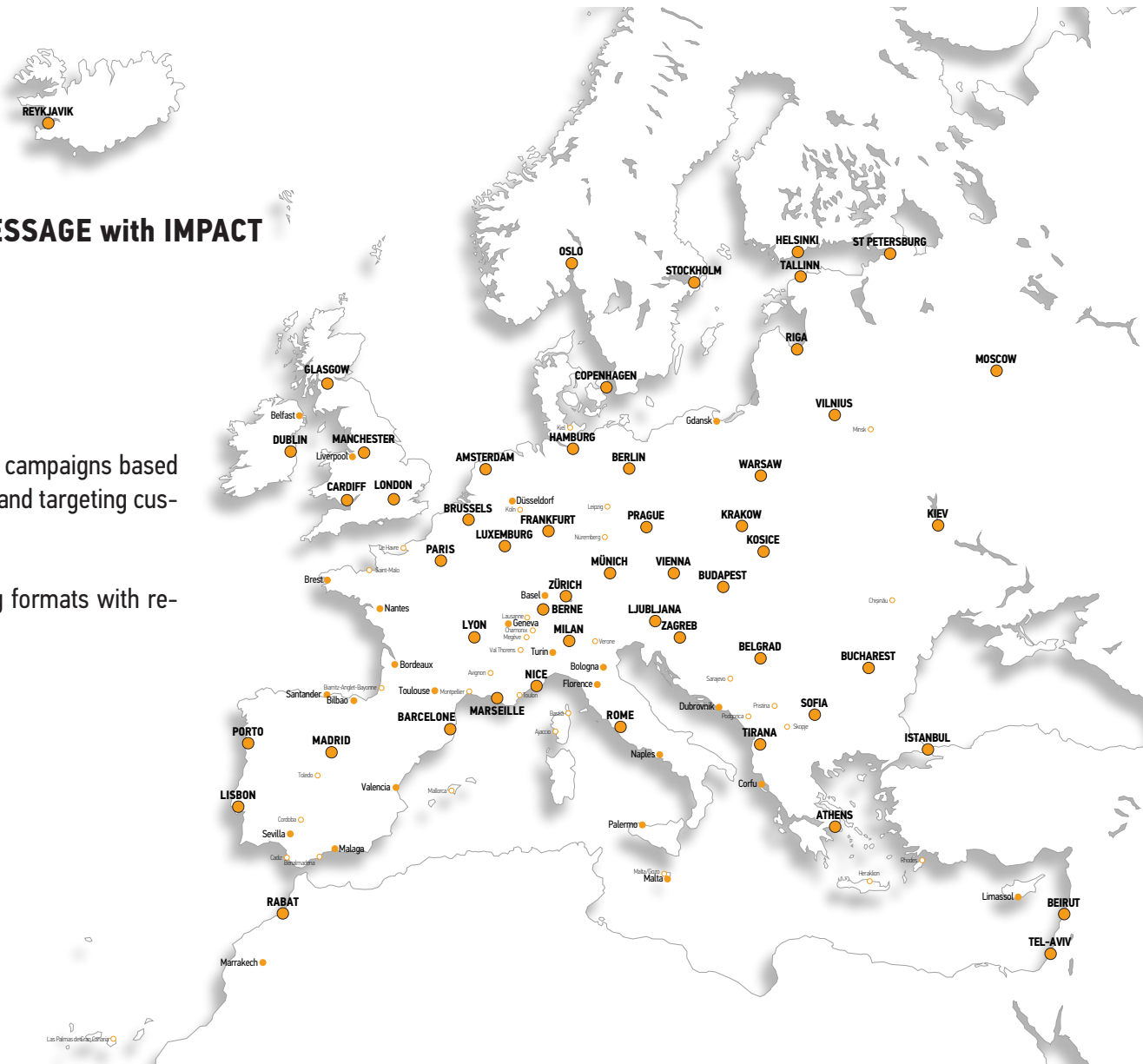


Does your media plan includes outdoor advertising ?
Our advertising network displays your CREATIVE MESSAGE with IMPACT

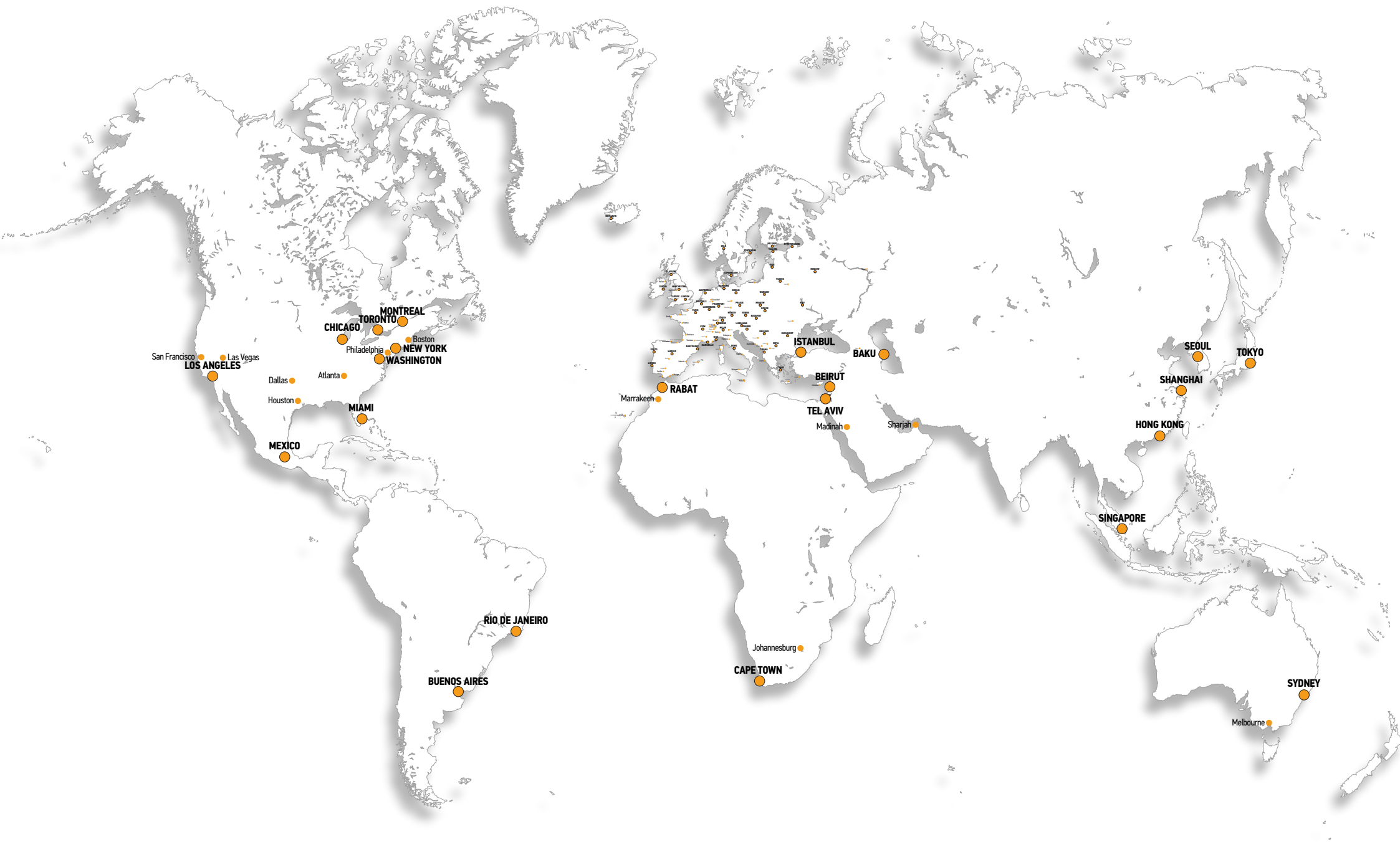
Our worldwide transit network can help build effective and original campaigns based on our core values: creating impact with large advertising formats, and targeting customers in the heart of cities/regions.

Our transit network comprises vehicles accepting large advertising formats with reliable timetables and routes to **optimize your brand visibility:**

- City tour buses
- Intercity shuttles
- Airport shuttles
- Public transport buses
- Winter skibuses



Hold-On Productions! transit media network: *Worldwide*



Brand awareness



CASE STUDY : Isabel Marant - Fashion industry

Isabel Marant is a French fashion designer renowned for her bohemian aesthetic and fervently coveted creations. Embodying a casual, perfectly tousled but never overthought look, her clothes are worn by some of the world's most fashionable stars, including Kate Moss, Sienna Miller, Kate Bosworth, Rachel Weisz and Alexa Chung.
Vogue UK, 2012.

With over 50 shops around the world, the brand organizes advertising campaigns by choosing displays that highlight their products and brand image. In 2020, the marketing department decided to use our network to enhance their brand awareness in 12 cities with flagship stores around the world.

Campaign description:

Location: 12 cities

Formats: Fully wrapped buses (90%), Mega rears (10%)

Length: 2 weeks/campaign

Dates: 2 waves - Spring/Summer and Fall/Winter 2020



Brand awareness



CASE STUDY: Isabel Marant - Fashion industry



London - 02/2020



Rome - 09/2020



Amsterdam - 02/2020



Los Angeles - 03/2020



Milan - 09/2020



Florence - 01/2020



Barcelone - 02/2020



Madrid - 09/2020



Miami - 03/2020



Hamburg - 09/2020



Florence - 09/2020



San Francisco - 12/2020



Los Angeles - 10/2020



London - 10/2020



Paris - 02/2020

**Tactical
call-to-action**

Tactical call-to-action



Does your brand need to increase traffic in outlets or on mobile apps for a special occasion?
Our vehicles can optimize both coverage and repetition to bring clients to your (e-)store.

It can be difficult to find appropriate advertising solutions, especially when looking for impactful and effective displays.

At HOP, we are used to organizing mobile solutions that pinpoint specific areas and repeat the message you want to deliver .

Roadshows are an excellent way of conveying your message in different locations in a short-term period and always create impact.

Hold-On Productions will compensate twice for its CO² emissions from this private advertising by planting trees. A positive point for our environment and your company CSR (Corporate Social Responsibility).



Tactical call-to-action

CASE STUDY: Casino Barrière project - Summer 2020 *Roadshow vehicles*

Casino Barrière owns 13 outlets on the French coast. The priority of maintaining foot-fall in these outlets after the spring lockdown prompted them to organize a bus roadshow throughout the summer.

The media agency representing Barrière and Hold-On Productions agreed on the following principles to optimize costs and visibility: organizing a call-to-action message to drive customers to the casinos by offering gifts/vouchers as a reward combined with an onboard digital and OOH campaign.

Campaign description:

Location: French coast (Atlantic & Mediterranean)

Formats: 3 fully wrapped coaches

Length: 2 month

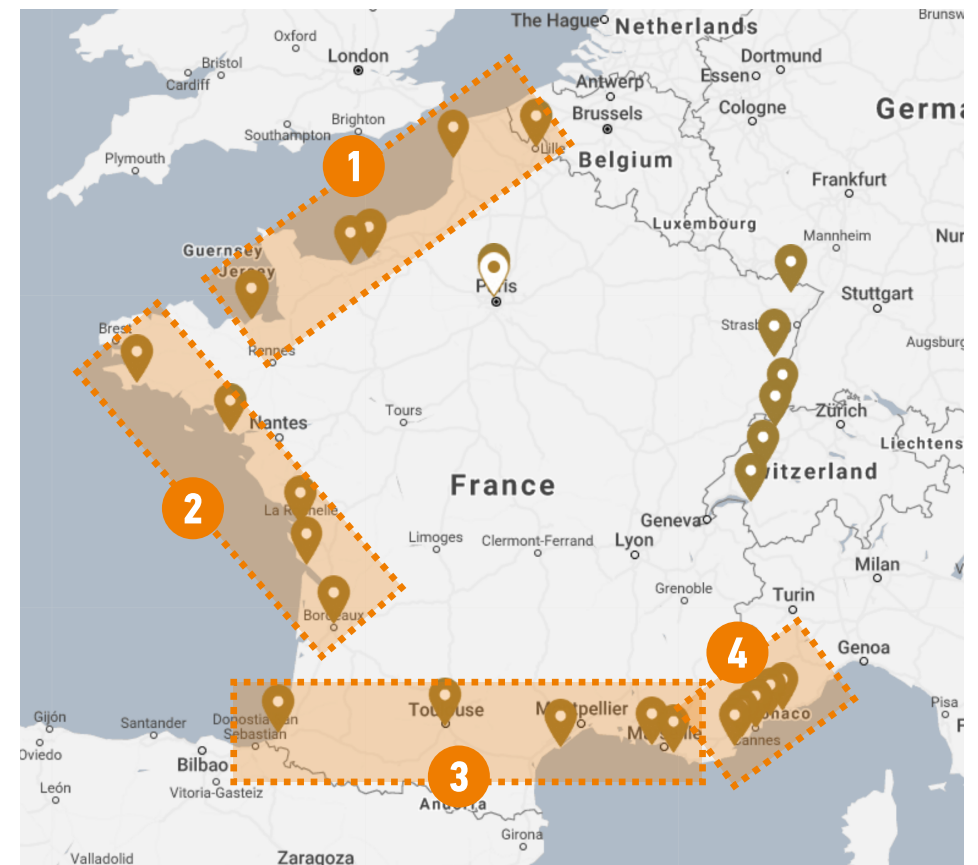
Dates: July-August 2020



Casino Barrière Roadshow

4 vehicles spread over 4 areas and vehicles

 Casino location



**Experiental
marketing**

Experiential marketing



Are you planning to offer a brand/product experience to your customers?
Our vehicles offer CUSTOM SOLUTIONS everywhere in the world

Hosting a pop-up attracts customers thanks to the 'scarcity concept'.
Since the shop is around for a limited period, customers are more likely to come and see it.

The store can change locations in the city, and country - even the continent.

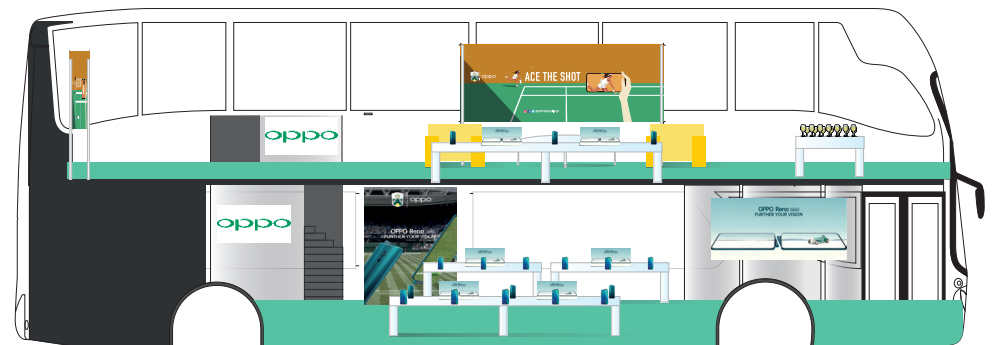
Product testing, sales, wow effects, VIP sessions, etc. A range of options can be integrated into your mobile store to create the perfect customer experience

All these elements will contribute to build a strong **brand engagement** with visitors



Experiential marketing

 **Simulation: Oppo Flagship store project, Paris - 2021**
with pop-up store bus



**Creative
events**

Creative events



Are you planning to create a brand event for a new product? Do you want to create a promotional showcase?

Our vehicles offer CUSTOM SOLUTIONS everywhere in the world.

Our worldwide transit network can help build efficient and original campaigns based on our core values: impact with large advertising formats, targeting customers in the heart of cities or in any other region.

Our transit vehicle network is composed of vehicles accepting large advertising formats, with reliable schedules and routes to optimize your brand's visibility:

Double-deckers

Coaches

Vintage buses

'Green' buses' (electric, hybrid, bio-ethanol, LPG)



Creative events

CASE STUDY: Showcase Nadiya - Feb. 2019

Custom bus



French pop singer, Nadiya, and her production agency decided to promote the release of her new album, Odyssey, by creating a showcase in Paris.

The idea of using an open-top double-decker made sense in terms of meeting her fans and offering them a mini concert at pre-defined bus stops.

The choice of our bus also provided an photo shoot opportunity (pictures and videos) in top Paris sites that were instantly used for social media activation.

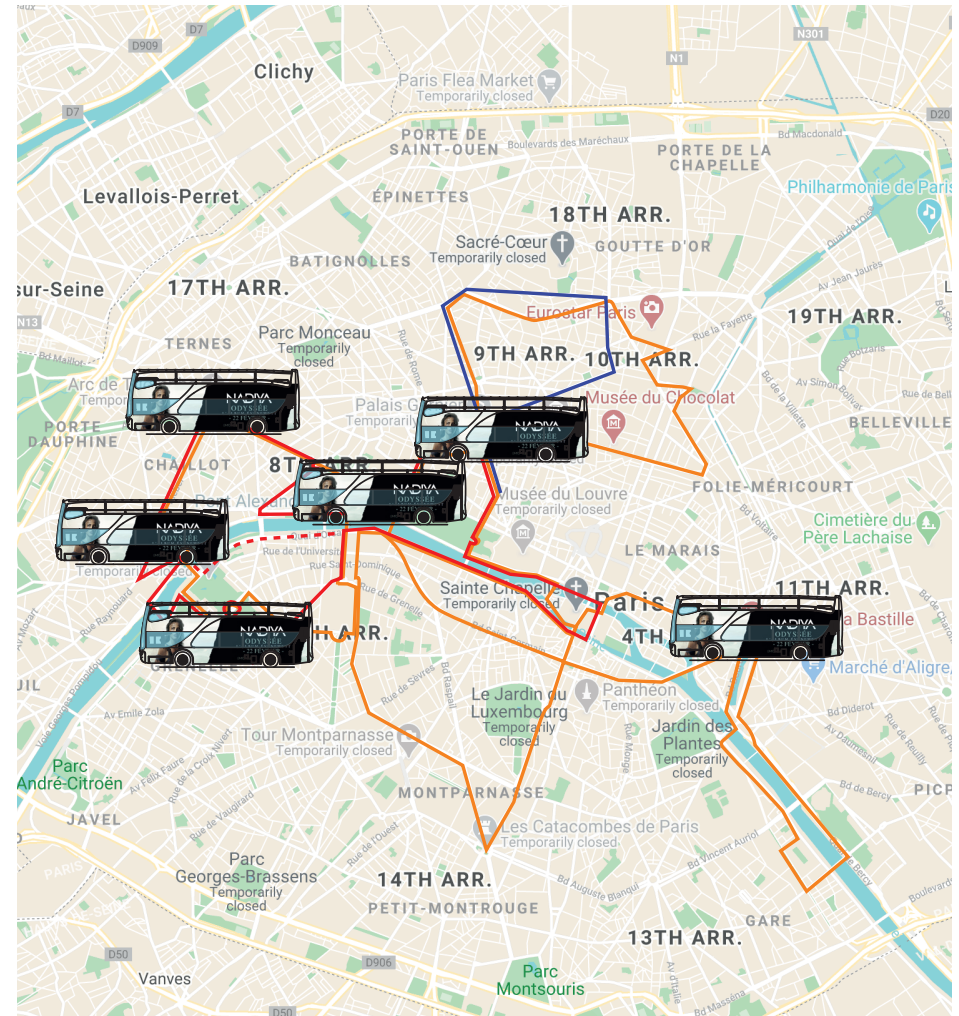
Campaign description:

Location: Paris

Formats: Fully wrapped open-top double decker

Length: 1 day

Dates: February 2019



Creative events

CASE STUDY: Showcase Nadiya - Feb. 2019



Additional •
Services

Digital activation

Crossmedia: Transit and digital

Extend your reach and optimize your 360° media plan by combining our transit solutions with a digital campaign.

In addition to outdoor transit solutions, Hold-On productions! strongly recommends digital activation with related services implemented by our digital specialists.

BRAND AWARENESS

TACTICAL CALL-TO-ACTION

EVENTS

EXPERIENTIAL

Google Ads Campaigns: defining keywords upstream optimized within a Google Ads campaign. Geo-targeted campaign in a specific city/area.

Display and re-marketing campaign: targeting all internet users who have shown an interest in products/brands and competitors over the last 30 or 60 days.

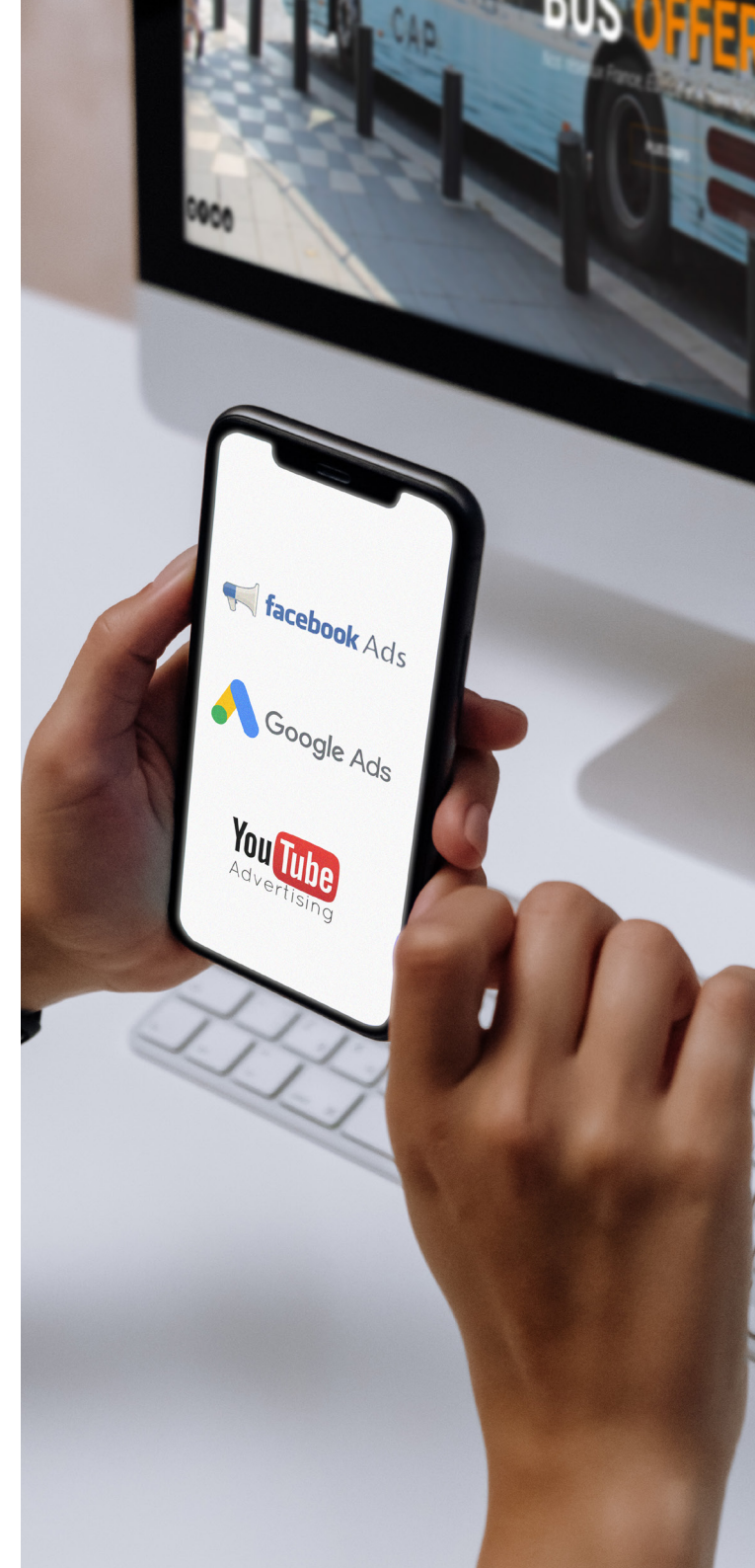
Video campaigns on YouTube and its strategic partners with optimization criteria: 1 – Choose a YouTube channel , 2 – Define the geolocation, 3 – Set affinity hearing

Sponsored Facebook campaign: using predefined keywords and geolocation by city/event date. Messages can be adapted and be multiple with keyword optimization.

EVENTS

EXPERIENTIAL

Viral campaign on social networks: brand event (e.g. a 'Contest') for viral relay to social networks including a sponsoring campaign for greater participation (geolocalization and predefined keywords included).



Digital activation

Crossmedia: Transit and digital

STUDY CASE: OPPO - Social media activation with transit media advertising

1

Using Double Deckers in the streets of London during the Wimbledon Tennis tournament to:

- strengthen **BRAND AWARENESS**
- launch a contest based on **SOCIAL MEDIAS**



2

Adding stars or Influencers to create:

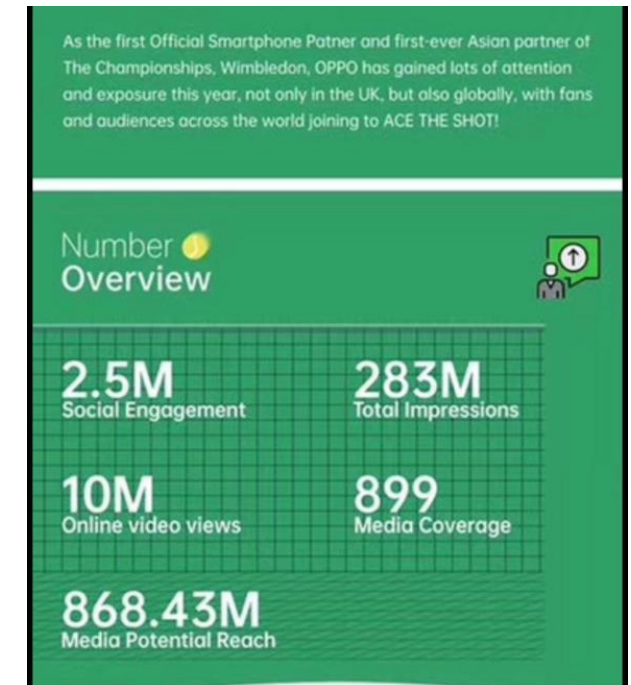
- content in social medias
- additional notoriety
- social engagement



3

Building a successful advertising campaign with the following results :

- **4.458.374** Impressions with Double Deckers
- Social media additional impressions provided by Oppo :



Waooh effects

Enhancing your transit media campaign with trendy effects *(US market only)*



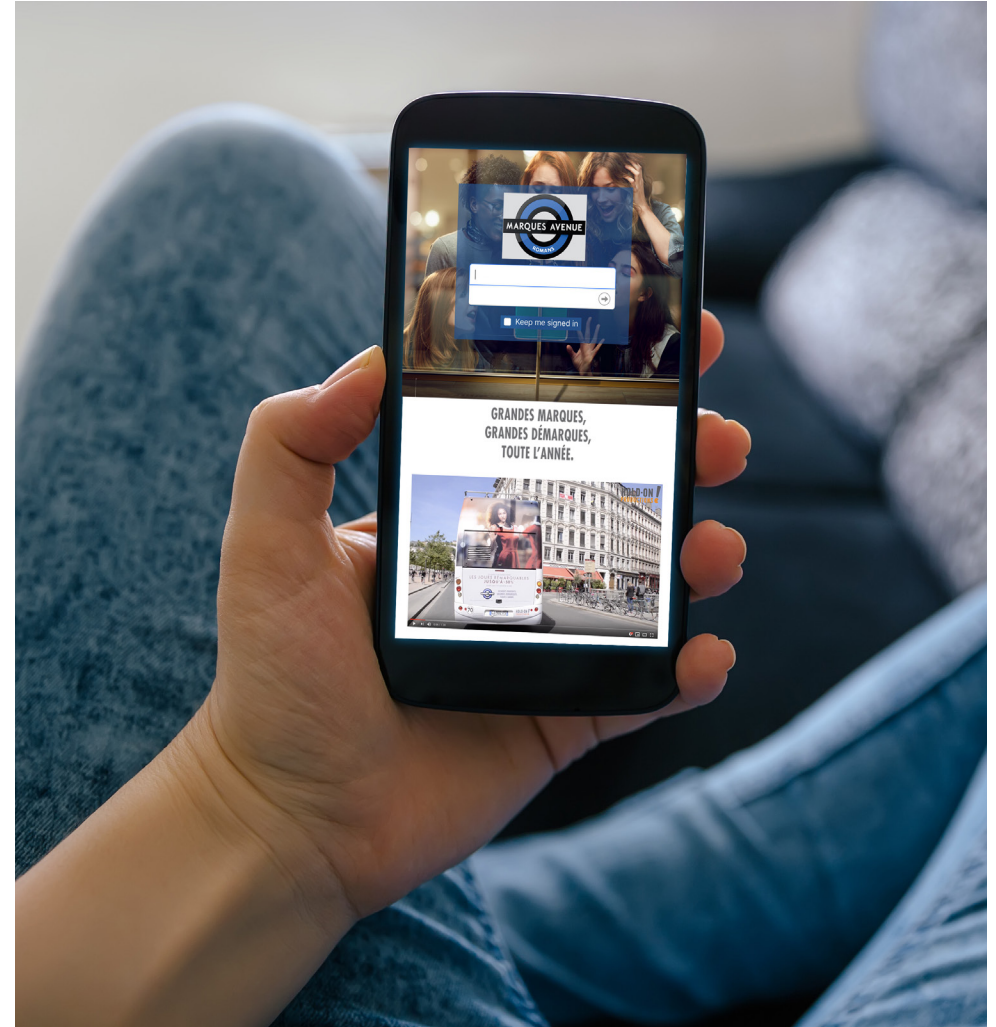
Targeting transit users

Interior lining and wifi solutions *(availability on request)*

Interior lining



Digital campaign - Bus wifi users



Measuring the audience of our media

Effectiveness of our transit media

The reliability of audience measurement on mobile advertising media is up-to-date thanks to the algorithmic modeling of real-time vehicle and pedestrian flows. Hold-On Productions! works with leading providers in the field to obtain pre- and post-campaign data.

Our goal? To help advertisers and media agencies compare existing media using performance indicators developed by the advertising industry (Esomar, Mobimetry in France, OA AA in the United States, etc.)

Official bodies to measure the audience

Europe/Asia: **PTV GROUP** USA: **geopath**



KPIs

OTS (Opportunity To Be Seen): basis of audience measurement. Number of contacts with the media format but not necessarily the message

Audience: anyone passing in front of one or more panels along the axes of visibility during a given period

Coverage: number of individuals belonging to the target group with at least 1 OTS with the media support

Coverage rate: target population exposed at least once during the campaign $(\text{pop exposed } 1 \text{ time} / \text{pop of the targeted area}) \times 100$

Repetition: average number of contacts received by individuals from the exposed target during the campaign. $\text{Nb of OTS} / ((\text{pop} + 15 \text{ years old}) \times (\text{coverage rate}))$

GRP: The average number of contacts distributed over 100 people in the target. $\text{Coverage rate} \times \text{Repetition}$

Measuring the audience of our media

Effectiveness of our transit media

Interview :



Matthias Lenz,
Manager Project Management
& Services chez PTV Group

What data is used to measure the audience of advertising campaigns organized by Hold-On Productions?

We used several data sources to establish reliable audience measurement information for this study in Paris:

data provided by INSEE (French national institute for statistics and economic research): population, place of residence , workplace, schools, universities, stores, leisure activities (restaurants and bars, etc.),

Road traffic data published by the City of Paris

TomTom data 2015-2019 (one the main Satnav providers in France) allowed us to calibrate the basic traffic model for France.

Household travel surveys such as the EGT Ile de France in Paris and the EMD for regional cities.

Tourism data: publications on tourist numbers (number of visitors, average length of stay, season, etc.), hotel location, and data on visits to tourist sites.

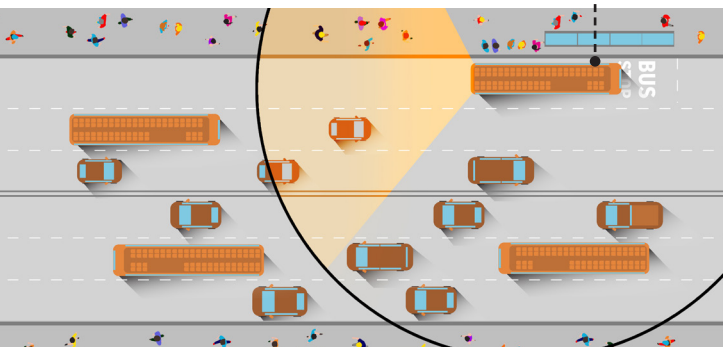
location of stores (clothing, shoes etc.), restaurants, bars etc. are also taken from INSEE publications

How do you differentiate between the audience of a mobile medium in terms of the advertising format chosen by the customer? What are your criteria for differentiating between a full-wrap or total coverage vs. a display just on the back of a bus?

The full-wrap format implies that all pedestrians passing the vehicle are counted . If you are driving behind the bus or against the direction of traffic or on a perpendicular road, then we do not count these people. In the case of an advertisement only on the back of a bus, cars and pedestrians in the other direction are excluded from the audience count. The diagram below explains this more clearly.

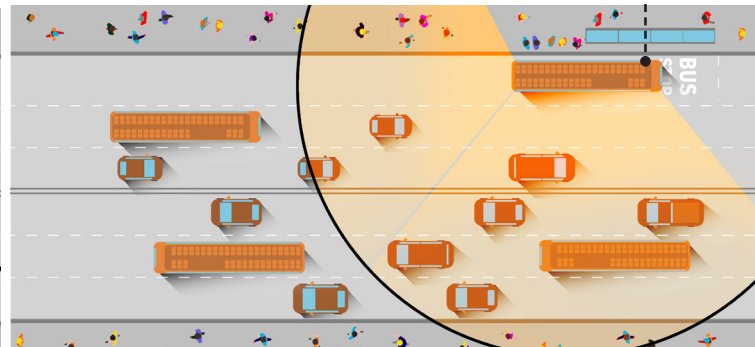
Mega Rear format

Grand arrière complet.



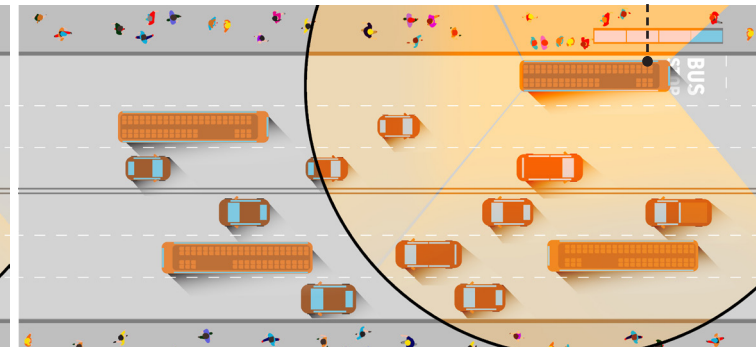
L-Side format

1 Flanc complet + Grand arrière



Full Wrap format

Couverture totale du véhicule





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