



BRANDING . IMAGING . ADVERTISING

What do the experts say?

Research Shows:

- 84.4% of people surveyed recalled seeing a specific advertisement.
- 92.5% were able to name specific advertisers without prompting.
- 88.5% of those recalled at least four selling points in the advertisements.
(Advertisers specific name - 92%, Body copy - 23%, Headline - 21%, Tag line - 13%)
- 98% of people surveyed reacted positively or neutral to the advertisements.
- 64% classify their occupations as Professional, Managerial, Sales or Business Ownership.
- 83% of those surveyed were between the ages of 25 to 54.
- The average person dines out **12.6 times per month** (excluding fast food restaurants).
- Impressions from indoor advertisements are 40% stronger than typical print ads.
- Indoor advertisements on tables are viewed on average 35 to 45 minutes, compared to 3 to 5 seconds for traditional print ads.
- Full color advertisements receive 38% more readers than their black and white counterparts.

Reviews:

- "Table top advertising is a medium that delivers high impact, attention capturing advertising which influences purchasing decisions and can work effectively both as a stand alone medium, or as an integral part of a campaign." **Spectrum Research**
- "Retention of impressions generated by indoor billboards was found to be an average of 40% stronger than by other media. Also, the unusual and unexpected nature of the form of advertising commands focal levels of attention, thus enabling better comprehension and longer lasting impressions." **Rice University**
- "What a perfect place for an ad!" **The Houston Chronicle**
- "Talk about a captive audience! Your attention is riveted directly on the space in front of you. People indeed read the ads thoroughly." **AdWeek**
- "When billboard viewers are shopping for a product or service, retention of that product or service advertised raises to an impressive and effective 85% retention rate."

Market Intelligence Media Research

Information collected from studies conducted by the following institutions: Arizona State University, Rice University, Barbour & Monroe, Spectrum Research, Marketing Research Studies and Market Intelligence Media Research.