



Media In Motion

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Tablet Computers as an Advertising Tool

Who Are We?

An new breed of advertising consultancy who specialise in using tablet computers (such as Apple iPad's) as an advertising medium.

The computers are placed in strategic locations to target specific groups of people for advertising and brand awareness purposes.



What are we Offering?

The opportunity to sponsor one or more tablet computer placed in the waiting areas of private hospitals and clinics. These units will be available for use by all patients and guests to the location and all branding surrounding the unit will be highly visible to all, even if they decide not to pick the unit up.



What do you get for your sponsorship fee?

For your low monthly sponsorship fee your tablet computer will be branded with your logo and marketing on the 'Home' Screen, on the back of the unit, on the screensaver, on a poster on the wall by the unit and on any marketing material you choose to display next to the unit.

The branding described above will ensure you as the sponsor will be noticed by all visitors to the waiting area whether they use the unit or not.

“What a great idea, so simple yet so effective – and a captive audience”



Who does this Marketing Target?

The statistics are as follows:

- All are middle / upper class
- All hold health insurance
- Average age is between 30 - 75
- Male / female split is approx 45% / 55%
- 90% are homeowners
- 65% have children (45% of which have children under 12)
- 98% are vehicle owners
- 55% visit the location on two or more occasions pa
- 85% are frustrated when in a waiting area and are open to visual stimulus



Why Advertise in Hospitals and Clinics?

We've all been there.... waiting for an appointment with nothing to do for those 20 minutes staring at the person opposite or reading yesterdays paper.

Patients and their guests crave something to do while waiting and therefore capturing their attention is far more effective during this period.

Of 200 people surveyed, 176 acknowledged they lacked anything to do while waiting for an appointment and 158 said they would absolutely pick up such a unit (if available) while they waited.



How does this Compare to other types of Advertising?

Other advertising mediums:

- **Billboards** - £4000+ pcm
- **Local Newspaper** – £750/week
- **Online Advertising** – Between £800 - £6000 pcm depending on type of ad / site & location
- **Online Pay Per Click** – Between £0.40 - £10 per click depending on industry. This very quickly racks up and average figures are between £900-£2500 /month
- **Directories** – Approx £4,500pa
- **Leafletting** – £400 per 10,000 (7% readership)



And the Price?

The price is £330pcm / unit with negotiation if several units are sponsored. As we have seen this is exceptionally good value for money when compared to other advertising.

“Interesting concept, no doubt if the footfall is there this makes for a useful marketing tool”



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