

## Tricycle Advertising

Tricycle Branding, within the short period this medium has gained a lot of popularity and is now available in various cities of India. In this type of advertising special boxes bearing ads are propped up on tricycles which make rounds slowly across the pre-decided routes. Since these tricycles are meant solely for the purpose of advertising, the advertiser has a lot more control over the medium than they may have in other transit mediums. The exact areas to be covered and the timings are all entirely based on the advertiser's needs and the audience to be targeted.

### Why go for Tricycle Advertising?

Tricycle branding can be an extremely effective as well as efficient medium for advertising.

- **Catchy**- Advertising is a creative process and the more innovative and creative an ad is the greater would be its chances to be seen by a large number of people. Being novel and more innovative, tricycle advertising can easily grab attention of the passers-by even from a distance.
- **Flexibility**- Tricycle Advertising is extremely flexible as the advertiser can decide upon the time schedule and routes according to their needs which isn't usually possible through other transit mediums.
- **Impossible to skip**- One feature that distinguishes these ads from the ads on television, radio and a lot of other mediums is that they cannot be skipped or ignored easily. Besides this it does not even require the viewer to consciously access the medium before the ad can be presented and can instantly capture attention.
- **Reach Out to Everyone**- Since people passing by these ads can belong to all classes of people these ads can effectively target both upper and lower segments of the society. With the correct selection of routes and timings in the right areas Tricycle Branding would allow brands to reach out to their targeted demographic easily.
- **Targeting**- Geo-targeting is one of the very important ways of targeting and tricycle ads can provide the level of geo-targeting that is necessary to reach out the right audience. The advertisers get to choose the exact city, area and even the street that they wish to advertise on. Tricycle Branding can also be used for demographic targeting of audience if planned carefully.
- **Better Recall**- One major hurdle that OOH ads suffer is the competition that they face from other outdoor ads. With the number of ads that consumers are exposed to at the same time, it is fairly difficult to hold their attention for longer through the conventional mediums. But with Tricycle Branding, you can actually have your

viewers stop by to look at your ad. It captures the attention of the viewer for a longer period of time leading to better recall.

- **Cost Effectiveness-** It also extremely cost effective as it can bring in great results even with a smaller investment. Not only is it affordable but due to the massive reach that this medium has, the cost per view is significantly low.
- **Illumination-** With Tricycles brands have the option to choose any time schedule that they prefer to target their audience. Unlike most transit advertising mediums, these come with the option of illumination if the advertiser wishes to advertise in the evening and night. Advertisers can go for Non-Lit Tricycles if they wish to advertise during the day and Back lit for advertising in the evening and night.
- **Size-** Visibility is a very important factor in advertising. Ads that are easily visible are able to have high reach and better retention amongst viewers. One very effective way to expand the visibility is to use large sized ad displays. Ads propped on these tricycles are quite big in size allowing them to be seen even from a good distance.
- **Eyelevel Visibility-** Tricycle Ads unlike most OOH mediums have eye-level visibility that is they're present within the average viewers' line of sight or at least closer to it than the hoardings and billboards that are propped at great height, thus it is fairly difficult to miss out on these. These can be easily viewed by everyone whether they are people in cars, on bikes or pedestrians.

From it, the advertisers are able to enjoy the benefit provided by outdoor mediums like hoardings at the same time getting an additional advantage by its mobility.

## **Why hire Excellent Publicity for Tricycle Advertising Campaign?**

Excellent Publicity is an emerging and fastest growing advertising agency headquartered Ahmedabad with branch setups in Mumbai, Pune & Rajkot started its journey in the year 2012. Excellent Publicity is the one stop solution to provide best services to have remarkable ad campaigns all over the nation. We have as many years of experience in media buying, planning and execution and can provide high quality services with comparatively lower rates. Team Excellent has served thousands of clients and helped them in promoting their brands and reach the target audience successfully.

Team excellent is a talented, enthusiastic and well experienced group of people who provide a focused and to the point assistance to their clients and works with the motive of providing high quality services that combines creativity and value pricing. With Team Excellent's innovative ideas you can have ad campaigns that cut across all boundaries.

Our work speaks for itself when you see our clientele consisting of some of the most reputed brands of the world and India including Google, Swiggy, Indigo Airlines and various others. Our campaigns not only have helped brands increase their sales in the short run but have also done wonders for their long-term brand image.

With Excellent Publicity, your only job is to dream big for your brand while we do everything from ideation to execution.

For more details, contact us or write us at [inquiry@excellentpublicity.com](mailto:inquiry@excellentpublicity.com).