

Strategic Outdoor Communications Solutions™



Mobilize Your Brand™

DI • GRAPHICS®

Take Your Brand On The Road...

...and get the attention you deserve.

In today's crowded media world, there is only one way to take **100% control of your media and your message** – and guarantee that millions of your current and potential customers won't zap, skip, TIVO or delete your message: **Strategic Outdoor Communications Solutions.™ From DI Graphics.**

With our custom programs, you bring your brand directly to your target audiences, instead of trying to bring them to you, and cost-efficiently use your own assets to build your bottom line.

As the nation's premiere resource for designing, managing and tracking high impact mobile outdoor messaging campaigns – working directly with CEOs, CMOs, marketing managers and agency media departments – DI Graphics is intimately aware that traditional media "vehicles" can't guarantee viewership.

And that John Wanamaker's famous quote: "Half the money I spend on advertising is wasted; the trouble is I don't know which half" is still true to this day.

With a history of achievement in the telecommunications, beverage, big-box retailer, fleet, home improvement, and insurance industries, DI Graphics' Strategic Outdoor Communications Solutions has become the proven service that enables any company to quickly and easily transform underutilized assets that *it already owns* into a strategically targeted, high-impact, media program.

Delivering effective CPMs of \$0.09 – \$1.00, it is no wonder that more companies take control of their media and their message with DI Graphics.

Messages on outdoor mobile media
billboards have a 97% recall rate.





Vehicle Messaging & Tracking Services™

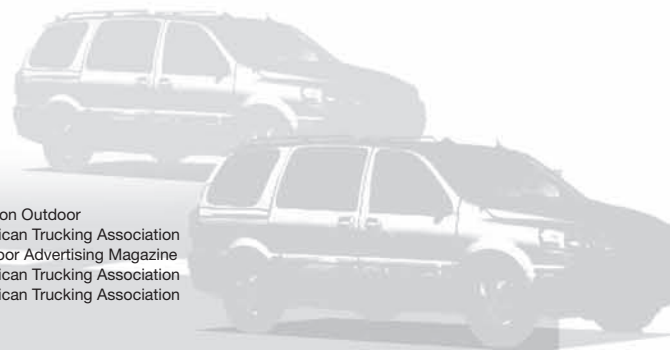
The fastest growing strategic outdoor communications strategy today is the use of company-owned and/or leased tractor-trailers, trucks, vans, cars and fleet vehicles. The reasons are clear:

- High campaign **reach and frequency**
- **96%** of North Americans travel in a vehicle each week¹
- CPMs can be **10-25x lower** than television, print and radio
- One truck message can generate as many as **10,000,000** impressions annually²
- 96% of surveyed respondents said mobile ads are **more effective** than traditional outdoor ads³
- **91%** of surveyed respondents said they noticed text and graphics on vehicle advertising⁴
- 29% of surveyed respondents said they would **base a buying decision** on these impressions⁵

Critical to the effective use of your own assets as “moving media” is the ability to **track total audience impressions**. With DI Graphics’ **Vehicle Messaging & Tracking Services**, we combine eye-popping brand messaging campaigns with advanced GPS and demographic analysis to calculate the daily effective circulation of your messages in any geographic location your vehicles cover.

So you can develop targeted brand, product and service campaigns, and know who saw them, when, and how many impressions were generated for each vehicle.

It’s time to mobilize your brand and reach more of your current and potential customers.



1 - Arbitron Outdoor
 2 - American Trucking Association
 3 - Outdoor Advertising Magazine
 4 - American Trucking Association
 5 - American Trucking Association

You Manage Your Brand. We Manage Everything

No “noise.”

That’s what our customers tell us is the defining criteria for partnering with DI Graphics. Because the last thing any company needs, is a situation that attracts unwanted – and unnecessary – exposure.

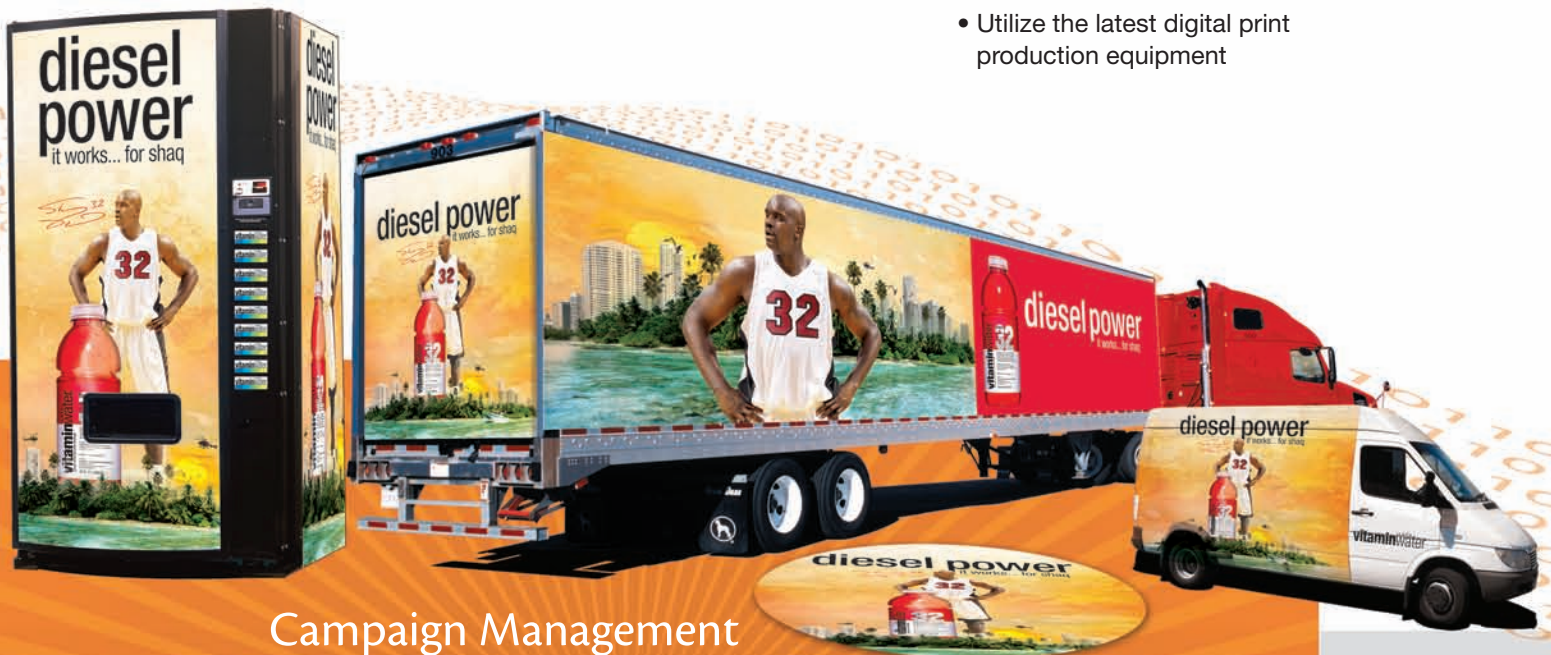


What differentiates DI Graphics from all others is that we recognize Project Management is the most critical component of a successful vehicle messaging & tracking program. Without it, entire brand campaigns and millions of dollars in brand equity can be compromised.

We are experts at risk management and utilize only the most detailed, classic Project Management methodologies to ensure successful programs – from initial strategic planning to on-the-ground implementation, and the inevitable, but often overlooked, change-out.

Delivering precisely organized vehicle messaging programs is our business and decades of experience simplifying the process enables you to focus on one thing: building your brand. With DI Graphics, you are guaranteed that we will:

- Facilitate **budgets** for current and future programs
- Manage expectations throughout the process
- Build in **flexibility** to accommodate the unforeseen
- Ensure **“quick start”** of ALL projects
- **Analyze** and detail pre- and post-program costs up front
- Publish real-time daily vehicle reports, schedules and updates
- Develop “Mother Nature” fall-back plans
- **Automate** business processes
- Share **knowledge** across the organization
- Utilize the latest digital print production equipment



Campaign Management

Leverage the power of your brand, extend your creative through multiple media formats, AND track the effectiveness of your product and service campaigns by precisely targeting specific audiences and demographics

Else.

Experience Makes The Difference

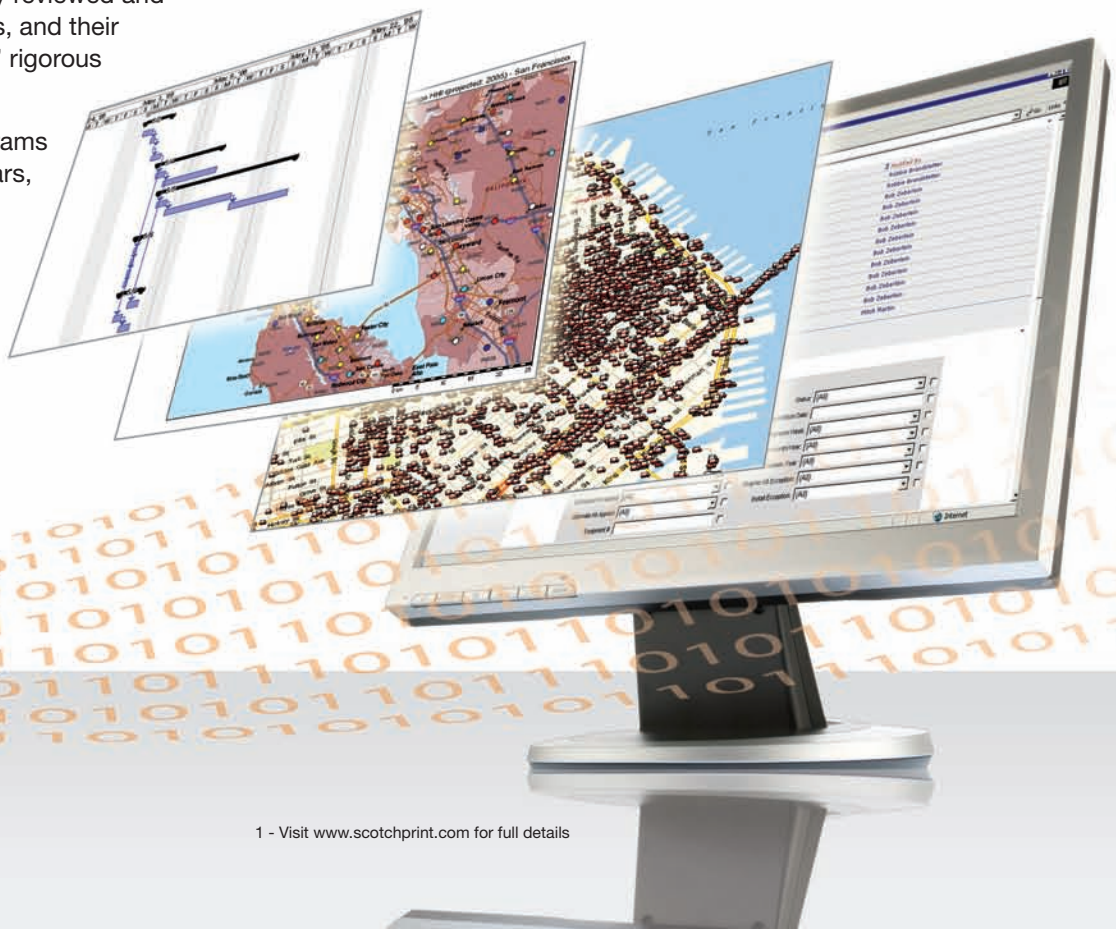
Since 2003 alone, we have successfully re-branded and wrapped over 125,000 vehicles, including a fleet of more than 75,000 for one nationwide client.

Yet no matter how many vehicles are involved, we consistently deliver highly orchestrated roll-outs. Our Account Service teams have the field-proven experience to understand first-hand the unique challenges and inherent complexities involved in a re-branding program. They are trained to manage the expectations of, and details for, every person and department that has a stake in the program.

As part of our quality assurance program, we are proud to offer the 3M™ MCS™ Warranty for our graphics, which is the first and most comprehensive warranty in the industry¹. Additionally, we only utilize the industry's most dedicated and experienced installation specialists, and all of our partners are annually reviewed and graded on efficiency, effectiveness, and their ability to comply with DI Graphics' rigorous Project Management protocols.

When it comes to managing programs for tractor-trailers, trucks, vans, cars, mobile and stationary kiosks, DI Graphics has no peer.

Strategic Planning
Design
Engineering
Production
Inventory Management
Implementation
Monitoring
GPS Tracking
Support
Real-time Reporting



Mobilize Your Brand... Anywhere.

Bringing the power of your brand marketing initiatives directly to your current and potential customers is what will define the success of your strategic outdoor communications solutions program.

Being able to do that while maintaining seamless flexibility and control is what defines **our value to you**.

From Washington to Maine, from Florida to California, **business moves at light speed** – and our clients realize they have to move with it – or ahead of it. Whether you need to change messaging on the fly, dispatch vehicles to accommodate a last-minute sponsorship, schedule advanced installations based on your **CEO's travel plans**, or accelerate development to target an under-served audience, DI Graphics has the infrastructure and fluid processes in place to get the job done.

With partnership teams strategically located across the country, and daily vehicle tracking data collected and available to you in real time through our online Management Portal, we make communication faster and more transparent than ever before.

We also act as the bridge between your **Marketing, Branding** and **Fleet** departments by constantly being in contact with each, and providing them with the information they need to accelerate your brand. Whether it is GPS vehicle positioning, messaging by zip code, targeted ROI data or milestone progress – we enable them to be in **control from anywhere across the country**.

With a track record of being ahead of plan, our only goals are to enable you to do what you want, where you want – on time and at the highest quality.

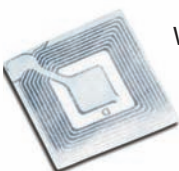




Advanced Technologies

As technologies continue to evolve on every level, in every industry, it is time-consuming enough that you need to keep pace with what's new in your own business.

With DI Graphics, not only do we keep close watch on trends in *your* industry, but we educate you on any and all trends in *our* industry. So you can always stay one step ahead of your competition, and do what's **best for the future of your brand.**



Whether it is new digital substrates with revolving graphics templates, tracking systems that utilize RFID tags to alert vehicles to change messaging on the fly based on zip codes, or even new inks that resist wear and tear, we'll be there to keep you current.

When it comes to strategic outdoor communications solutions, DI Graphics has you covered.



"I'm most interested in efficiency – and DI Graphics has worked tirelessly to be ahead of schedule at every milestone."

AT&T
National Fleet Director

"DI Graphics kept us in the loop continuously, provided updated information in a timely manner and minimized impact of our day to day operations as much as possible."

Glacéau
SVP Marketing

"Overall progress in our re-branding campaign has been remarkable."

Charter Communications
VP Brand Communications





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