

A History of Documented Success

Case Study 1: KFC (WallGraphics)

DGWB, an agency in Southern California, recently needed help for KFC reaching the Hispanic population. Traditional media could not reach their target audience with the offer they had presented. WallGraphics gave them the ability to reach the Hispanic population in areas surrounding the restaurants. The goal for this campaign was to reach lower income Hispanic families within a one-mile radius of each store. POP GrafX utilized many of the local businesses reaching this demographic. The posters were placed on carnicerias, local eateries, c-stores, high traffic strip malls, discount stores and supermarkets. The campaign increased sales during the traditionally slow holiday seasons.

The success of this first campaign led them to renew it during the 2006 holiday season. They also utilized the program during the World Cup Soccer tournament with an offer of four collector cups.

Case Study 2: Los Angeles County Department of Health

The Department's Immunization Program has used WallGraphics for a number of years. They needed to reach lower income families who made less than \$25K with children under six years old. Specifically, they wanted to target African Americans and Latino families that were difficult to reach in the mainstream media due to psychographic/geographic considerations. Their agency turned to POP GrafX and we implemented a 350 poster program across specific zip codes in Los Angeles County. This program was widely successful with hundreds of calls coming through to its toll-free call centers every month.

Case Study 3: California Department of Boating and Waterways

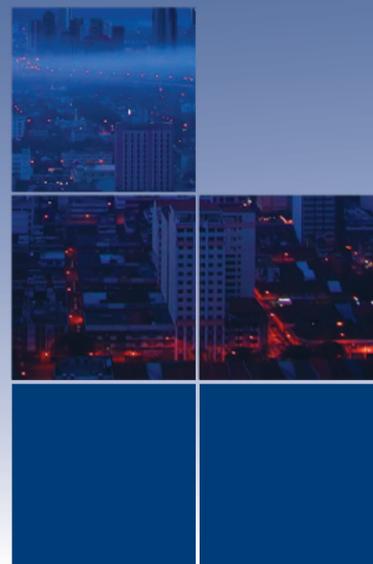
POP GrafX was added to DBW's media campaign for its boating safety program based on our recommendations and the knowledge that no other media could reach boaters at the most crucial time – when they launch their boat – like wall graphics. The program proved to be very popular and successful. POP GrafX took DBW's message and put it in boaters' faces in areas that traditional media could not come close to reaching.

We created a hotbed of PSA activity in the Delta and Colorado River areas and across California at marinas, launches and boat ramps. They had the ability to reach these areas and provide a clear and targeted message to the only people we wanted to reach: boaters.

POP GRAFX...

places customized floor graphic and one-sheet poster programs throughout the United States and Canada. We work with independent and major chain retailers of all kinds to get your message in front of your target market.

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What We Do

POP Grafx is a place-based media company that offers customized, nationwide, out-of-home advertising programs. Our efforts feature demographically pinpointed WallGraphics and FloorGraphics placements. WallGraphics are durable 30" x 46" styrene posters secured in aluminum frames. FloorGraphics adhere to many substrates and come in a variety of shapes and sizes.

Who Can Benefit

Consumer products receive strong Point-of-Purchase (POP) support, while social marketing campaigns, like the Medi-Cal Program and multiple Immunization campaigns, have utilized these media to effectively reach various socioeconomic target audiences. These customized programs give advertisers access to retail locations from urban to upscale.

POP Grafx Advantages

Move Beyond Chain Stores – In addition to chain stores, you can gain access to most independent “mom and pop” business in the market.

Demographic Pinpointing

Target retail location frequently visited by your target market (ethnic, recreational, parents, etc.)

High Exposure

Combined pedestrian and automobile viewing builds impressive Daily Effective Circulation numbers. Return customers quickly build frequency.

Confirmed Sales

Drive Point-of-Purchase sales and produce measurable results.

Reach Underserved Markets

Gain access to ethnic and urban markets seldom served by other media.



Our Services Create a Turnkey Solution

Retail Support

Our retail support team maintains close communication with store owners and managers throughout the course of your POP Grafx campaign. They will visit each store on a regular basis to clean and monitor all media.



Production Support

We can assist advertisers with the printing and production of both WallGraphics and FloorGraphics. Over the years, we've developed close working relationships with our printers that have enabled us to keep our printing prices low, thus allowing you to focus your budget on the media placement that drives your campaign.

Research and Development

We research each proposed advertiser's campaign to develop a successful strategy. Our team of project planners evaluates the needs and expectations of the advertiser to determine how to maximize your campaign's effectiveness.

Added Value

We also offer added-value placement of electrostatic decals, brochures and shelf-talkers, ask your POP Grafx representative for more information.

FloorGraphics



FloorGraphics Net Media Rates*

Each FloorGraphics campaign is custom designed based on your needs. Rates include all research, store acquisition, set-up, maintenance and take down of graphics. Call 888.662.6334 to discuss multi-market discounts and the specific rates that will apply to your campaign.

Qty.	3 mos.	6 mos.	12 mos.
Less than 50	\$190	\$135	\$125
50-99	\$165	\$115	\$105
100+	\$140	\$95	\$85

Printing Rates

Please ask us about our WallGraphics printing rates. FloorGraphics printing can be quoted once production specifications (shape and size, etc.) are determined.

WallGraphics

WallGraphics Net Media Rates*

Each WallGraphics campaign is custom designed based on your needs. Rates include all research, store acquisition, set-up, maintenance and take down of graphics. Call MOB Media to discuss multi-market discounts and the specific rates that will apply to your campaign.

Qty.	3 mos.	6 mos.	12 mos.
Less than 50	\$200	\$175	\$160
50-99	\$190	\$165	\$150
100+	\$165	\$150	\$140

*Large campaigns include value-added placement of materials (not provided).

