

Profiting At The Border: Using Outdoor Advertising to Impact Cross-Border Lifestyles

Jennifer Stefano, CEO
Border Billboard

www.BorderBillboard.com  1-877-839-8855

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US Population:
304,059,724



Source: 2008 US Census Bureau Pop. Div.

US/Mexico
Border Crossing Entries:
206,279,109



Source: 2008 US Department of Homeland Security

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Top Ten Border Crossings



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Spending Power: **\$40 Billion**



Average Shopping Trip: **\$500**



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Captive Advertising



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Captive Audience



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Other Border Out Of Home



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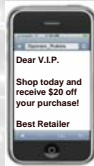
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Personal Out Of Home

Trackable Results



Instant Incentives



Direct



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Case Studies



One Week Campaign
1,200 Digital Displays Nationwide
Text Messaging to Track Results
46% of ALL text messages received were from the Two Border Displays



One Month Campaign
Two Digital Displays at Tijuana Border
Text Messaging Coupons to Track Results
23% Redemption Rate

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"The Tijuana consumer is important to our San Diego store, and having the opportunity to influence their purchasing decision as they sit idle at the border is a key factor to driving our business from Tijuana."

Toni Bañuelos, Hispanic Marketing Manager at IKEA.

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