

Maximising your Keke Ad campaign is as simple as...



- A. You can arrange for the branded Kekes to pick and drop your visitors from hotels, or carry delegates to and from venues. Your Kekes can be retained to make appearances at special events wherever and whenever you need them.
- B. Keke drivers are often asked about the branding on their vehicles. You can brief our Brand Ambassador Drivers so they can engage passengers in conversation and reinforce your brand messages.
- C. Millions of commuters that will get to see your brand messages every month. The demographics include affluent people who spend most of their time in traffic, quite a number of times a day they will be behind or beside a Keke.
- D. With such an extensive system, KekeAds can occasionally offer late availability deals. To take advantage, you'll need to make a quick decision as opportunities are offered on a first come, first served basis.
- E. Some Keke display formats can be installed and on the streets in a matter of hours whilst others involve sophisticated production processes to provide maximum impact.
- F. You can target particular communities, streets, markets or educational institutions. All our Kekes have a route, so can be selected by very specific geographic preferences.
- G. The more the number of Kekes in your campaign, the greater the impact will be on your audience. KekeAds can advise you on critical mass for your campaign, and the more fleets you have, you get additional discounts.
- H. Naturally, the longer the Kekes are on the road, the more opportunities you have to influence your target audience and firmly establish your brand in their minds.
- I. You can supply finished artwork for your Keke campaign to our specifications, or we can create the campaign graphics for you.
- J. If you're looking to generate press interest, Keke advertising is ideal. We can arrange a press briefing and press release with a story angle for your message.

For a specific quotation or campaign planning advice, please call our Client Services Department on 0703 075 0043 or email us: info@kekeads.com

