

What is cashURwheels?

It is a unique online marketplace that connects the business owner or your delegated advertising agencies with private vehicle owners standing by to showcase your advertisement on their vehicle.

The basic concept is to use the "Car Space" as an effective medium for advertising. What's significantly different about cashURwheels is that it puts you in charge of your campaign. You create and customise your campaign, just the way you need it.

Other value added services provided such as sign writers directory, fleet monitoring services as required, making this an offer too enticing to dismiss lightly.

Will this work? Why? A resounding yes it will. Yes it already is. Here's why...

"We have 15.3 million motor vehicles, registered in Australia at 31 March 2008; These vehicles are traveling an average of 14,600 kilometers per vehicle, annually. Personal and other use accounted for 51.1% of the total kilometers travelled while travel to and from work (28.7%) and business use (20.2%) accounted for the remaining kilometers travelled by passenger vehicles.

There were 720 motor vehicles per 1,000 resident population in Australia at 31 March 2009 and the average age of all vehicles registered in Australia was 9.9 years.

In metros and capital cities, commuters are now spending more time on road and being stuck in traffic. And by some time, we are not talking about a few minutes, commuters are now spending up to 180 minutes on road each day.

To summarise these statistics simply, almost 3 out of 4 of us in Australia own a vehicle which is roadworthy and 9.9 years old and we are now driving longer distances and spending up to 180 minutes on the road each day

"More than 90% of commuters are exposed to OOH advertising everyday on a regular basis, so it has a very high reach potential." says Richard Herring, chief executive of APN Outdoor. Clearly business owners big or small have already acknowledged this to be an effective medium of advertising.

Change the station. Turn the page. Throw it away! Ignore it. That's what most people do with traditional advertising. Many folks don't even have the opportunity to hear or see certain advertising. They don't watch that show during which your commercial runs. They don't listen to that radio station or receive that newspaper. And many will they just throw away their direct mail even before they skim through it.

But, almost everybody drives, rides or walks. Both these activities require you to be **alert and focused**. So your potential market is available to you when they're on their way to shopping or making choices what to buy, where to eat etc; It's **when they're most alert and making decisions**.

When they are exposed to relatively little or no other advertising...your ad shows up on the car in front. Right place, right time. Quite often, consumers will see your sign when there is **relatively little else to do, but wait in a traffic or for that light to go green. They'll position themselves just to read your ad, to learn about your company, or to be reminded of it.**

I'd rather do it on my car

Yes you sure can. It is a good way to get started and recommended too. But consider this...as a business owner you will drive down to your own storefront and park the vehicle outside your business while you take care of it. You may open the store early in the morning and finish off after work hours. In which case you have missed the rush hour commutes to and fro. You then have the vehicle standing outside your store doing nothing for the whole day either. So the wrap may not accomplish much for you.

Wouldn't you rather spend the fund on having another car drive around with your message while you carry on business as usual?

What makes cashURwheels unique?

Flexible and Affordable	Positive Big Brand Perception	Wider Accessibility
Drivers Delight	Giving Back to the Community	Prolonged Exposure
Cost Effective	Quick and Easy to Start	Ecofriendly
Growing database	Linkback to your website	Good for the Economy

Flexible and Affordable

- You can customise your own campaign. You get to decide the type of cars you want to convey your business image, how many you need and what colour you prefer. Do you want the campaign to run for 3 months or a all year long? Best of all you get to set out the budget. You can invite bids from the users or directly select users of choice.

Positive Big Brand Perception

- You no longer need to own a fleet of cars yourself to portray a big or a powerful brand image. You can search for say 5 white Honda City cars to display your message and you have created a fleet of your own.

Wider Accessibility

- You may not always see a billboard or an ad in neighborhoods and suburbs or an office or school parking lot, but a car would be easily seen in all these high traffic areas.

Drivers Delight

- Drivers and vehicle owners are enthusiastic and responsible individuals. Once chosen for the campaign you will get the additional benefit of these drivers becoming your brand ambassadors and promoting the product/service out of goodwill.

Giving Back To The Community

- Some of the drivers are folks that really need the extra dollars to help themselves and their families make ends meet. Being chosen for the campaign helps them immensely. Other drivers may use the extra money to help a charitable cause of choice. And that helps the community too.

Prolonged Exposure

- Many drivers will drive on the busy roads during the rush hour. **If the commuting times mentioned above are anything to go by, your message will receive prolonged exposure in traffic. Obviously, it isn't something that the other drivers would be able to switch off or change channels and will leave a lasting imprint in the minds of the readers.**

Quick And Easy To Start

- There is no complicated processes to go through, and you can get started in just a few minutes. There are videos online to help if you get stuck along the way. If all else fails, we are always here to help.

Ecofriendly

- Imagine being friendlier to the environment by not pumping out demand for a new billboard but by using the existing and available resources wisely. Good for business and good for the environment.

Growing Database

- There is an ever growing database to chose from.

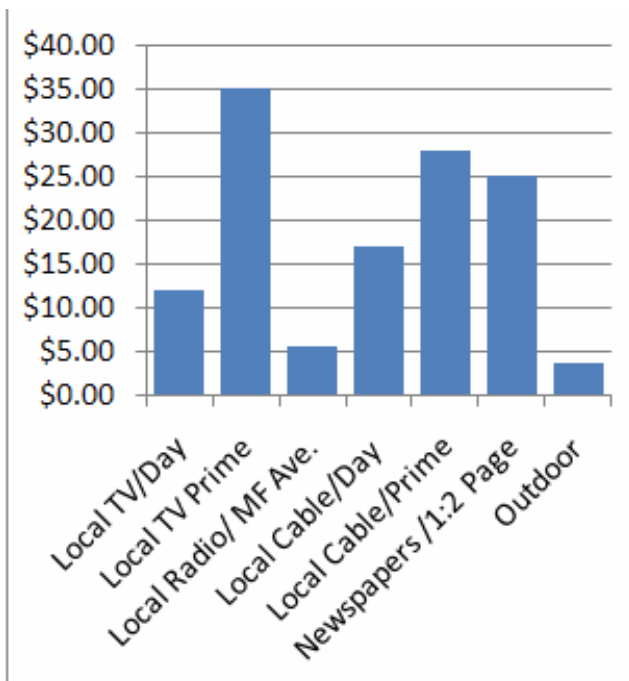
Linkback To Your Website

- cashURwheels is already an established website with a page rank 3 and improving. It is ranked well on the Alexa ranking and is currently among the top 10000 websites in Australia. A link-back from cashURwheels is a value addition of \$50–120 a month...yours absolutely free. We are happy to write about you in a blog and provide a link-back.
- cashURwheels is actively promoted on all popular social media networks such as facebook, twitter, business forums and like. So you automatically get more promotion which eventually translates into conversion for your business.

Good For The Economy

- By paying a local driver for the campaign, you are putting money back in the consumers pocket and keeping it local. This is good for our economy and acts like our very own stimulus package, like the one from Mr. Rudd.

Cost Effective




CPM is frequently used in advertising to represent cost per thousand. The adjacent chart shows the CPM for different advertising media.

Clearly Television is the most expensive medium with nearly \$35 per thousand impressions, followed by local cable at \$28 and the newspapers at \$25 for a thousand impressions

The outdoor media has a competitive edge over the other medias and is at only \$3.75 per thousand impressions.

However outdoor can mean several different means of advertising such as bus advertising, billboard and neon signs advertising etc;

So how does cashURwheels stack-up against the rest?

Medium	Costs and effects
Primetime Television	Upto \$30,000 for a primetime slot including the production prices. If the viewers sit through the advertisements without flipping channels, one would expect 16 minutes of coverage in 1 hour with several 30 seconds commercials vying for the viewer attention in that short window.
Newspaper advertising	(28 cm X 14 cm) can cost up to \$3,500 for an colour classified on a weekend newspaper for only 1 day. The newspaper will end up in the recycle bin the next day.
Radio advertising	Cost up to \$2000 per week for a 30 prime time second spot, which runs 20 times a day. This does not include the production costs. With thousands of radio channels, you would need to spend lot of time and money researching the radio stations most suited for your target market.
Bus advertising	Advertising on buses costs up to \$250 a week for 3 months not including nearly \$700 production costs. However there are 84,000 buses Australiawide as compared to 12 million cars on road hence more number of cars more the reach to public.
cashURwheels	An average decal on both sides of the car and on the tail would cost around \$500 in production costs. Only a whole car wrap would cost up to \$3000. So if you were offering \$150 per car per month, a 6 months campaign would cost \$1400...that's just \$53 a week. Pessimistically if you get only 1000 impressions per week, you would have spent 5cents per impression. This is an estimate only.
<p>This decal displayed on both sides of this car cost \$110 including GST + \$40 for a similar decal on the tail depending on the car space. That's incredible value for the money invested. Right here in Canberra too.</p>	

Feel free to give us a ring if you need any more clarification or need help to get started.