

# Mobile Brand Activation



## Euromobile Mobile Brand Activation

<i>Product</i>	<i>Gross Media day rate(€)</i>	<i>Driver net cost(€)</i>	<i>Hours</i>
Euroled Mobile et Stati-Mobile 8 m <sup>2</sup>	1 090	Included	8
Euroled 8 m <sup>2</sup> Fixe Cable	545	Included	8
Eurocube 3 m <sup>2</sup> Vertical 4 faces	810	Included	8
Concave 20 m <sup>2</sup>	795	Included	8
Panoramic 16 m <sup>2</sup>	860	Included	8
Panoramic Light 8 m <sup>2</sup>	860	Included	8
Podium 3D	865	Included	8
Podium 3D LED	1 090	Included	8
Show-Room Mobile	1 040	Included	8
Eurosampler 16 m <sup>2</sup>	640	260	8
Europalette 12 m <sup>2</sup>	545	260	8
Tasting and Animation Podium 20 m <sup>2</sup>	640	260	8
Show Room Animation	820	260	8
Gumba 6 m <sup>2</sup>	340	275	8
Eurobike 2 m <sup>2</sup>	355	275	8
Promoboy/Promogirl	275	–	8

## IPC Promo Service

<i>Product</i>	<i>Gross Media day rate(€)</i>	<i>Driver net cost (€)</i>	<i>Hours</i>
Publibikes	440	Included	8
Postertrikes	470	Included	8
Promotrikes	470	Included	8
Taxitrikes	470	Included	8
Samplers	440	Included	8
Promotrolleys	350	Included	8
Stand Ups	440	Included	8
Citywalkers	440	Included	8
Promopeople	190	Included	8

## Spicymotion Mobile Advertising

<i>Product</i>	<i>Gross Media day rate(€)</i>	<i>Driver net cost (€)</i>	<i>Hours</i>
Spicy_Concave	750	Included	8
Spicy_Bache	650	Included	8
Spicy_Led	975	Included	8
Spicy_Led-Fix 6 m <sup>2</sup>	1 450/week	Included	8
Spicy_Led-Fix 12 m <sup>2</sup>	2 750/week	Included	8
Spicy_3D	700	Included	8
Spicy_POPopupStore	750	Included	8
Spicy_Taster	865	Included	8
Spicy_Gumba	575	Included	8
Spicy_Bike	475	Included	8
Spicy_Tricycle	460	Included	8
Spicy_TV-Tricycle	500	Included	8
Spicy_Piaggio	575	Included	6
Spicy_Segway	415	Included	8
Spicy_Walingboard	365	Included	8
Spicy_Pick-Up	550	Included	8
Spicy_Longboard	385	Included	8

## Movingideas Mobile Outdoor

<i>Product</i>	<i>Gross Media day rate(€)</i>	<i>Driver net cost (€)</i>	<i>Hours</i>
Small – 2 m <sup>2</sup>	405	245	10
Bike	80	250	8
Small – 3D/Sampler	405	245	10
BIG – 8 m <sup>2</sup>	425	245	10
BIG – 20 m <sup>2</sup>	425	245	10
Mobinstore	25	–	–
Segway	255	250	8
Gumba	175	250	8
Small 4 m <sup>2</sup> /Sampler	405	265	10
BIG 16 m <sup>2</sup> /Sampler	425	265	10
BIG Podium 3D	425	265	10
BIG Showroom	425	265	10
BIG Led	800 – 1 350	265	10
BIG event Podium	425	265	10

## Mediated Vehicules

<i>Product</i>	<i>Gross Media rate(€)</i>	<i>Days</i>	<i>Driver (€)</i>	<i>Rental of Location (€)</i>
Mediated Digital Totem	1 250	7	Included	350
Mediated T6	1 750	7	Included	420
Mediated T10	4 000	7	Included	700
Mediated T15	5 000	7	Included	700
Mediated T6 Mobile	975	1	Included	–
Mediated T5 Double Mobile	1 250	1	Included	–

## Mediafield Mobile Billboard

<i>Product</i>	<i>Gross Media day rate (€)</i>	<i>Production (€)</i>	<i>Taxes (€)</i>
The Skyboard	7 150	7 725	300
The Wall	2 956	2 956	150
The Swall	2 700	2 000	75

## Velocom

<i>Product</i>	<i>Gross Media day rate(€)</i>	<i>Driver net cost(€)</i>	<i>Hours</i>	<i>Production (€)</i>
Velocom	300	Included	6	160