

# Ad-MOTO

## *Advertising That Delivers*

Q1 2024 Review





# UPDATE FROM Ad-MOTO

*Alex Oliver-Bolt, COO*

*"Our debut year was just the beginning. Q1 marked our stride into normalcy and success.*

*This new mDOOH format has captivated the market, attracting top-tier brands and agencies seeking innovation. The client feedback speaks volumes about our value proposition. We adopt a data-driven approach that delivers exceptional campaign insights, solidifying our position as leaders in reaching premium audiences across London's bustling landscape."*



# Q1 - NETWORK STATS

**>10.5**

Million Plays  
Delivered

**>26k**

Hours of content  
delivery Zone 1

**≈357**

Million  
Impressions

**184k**

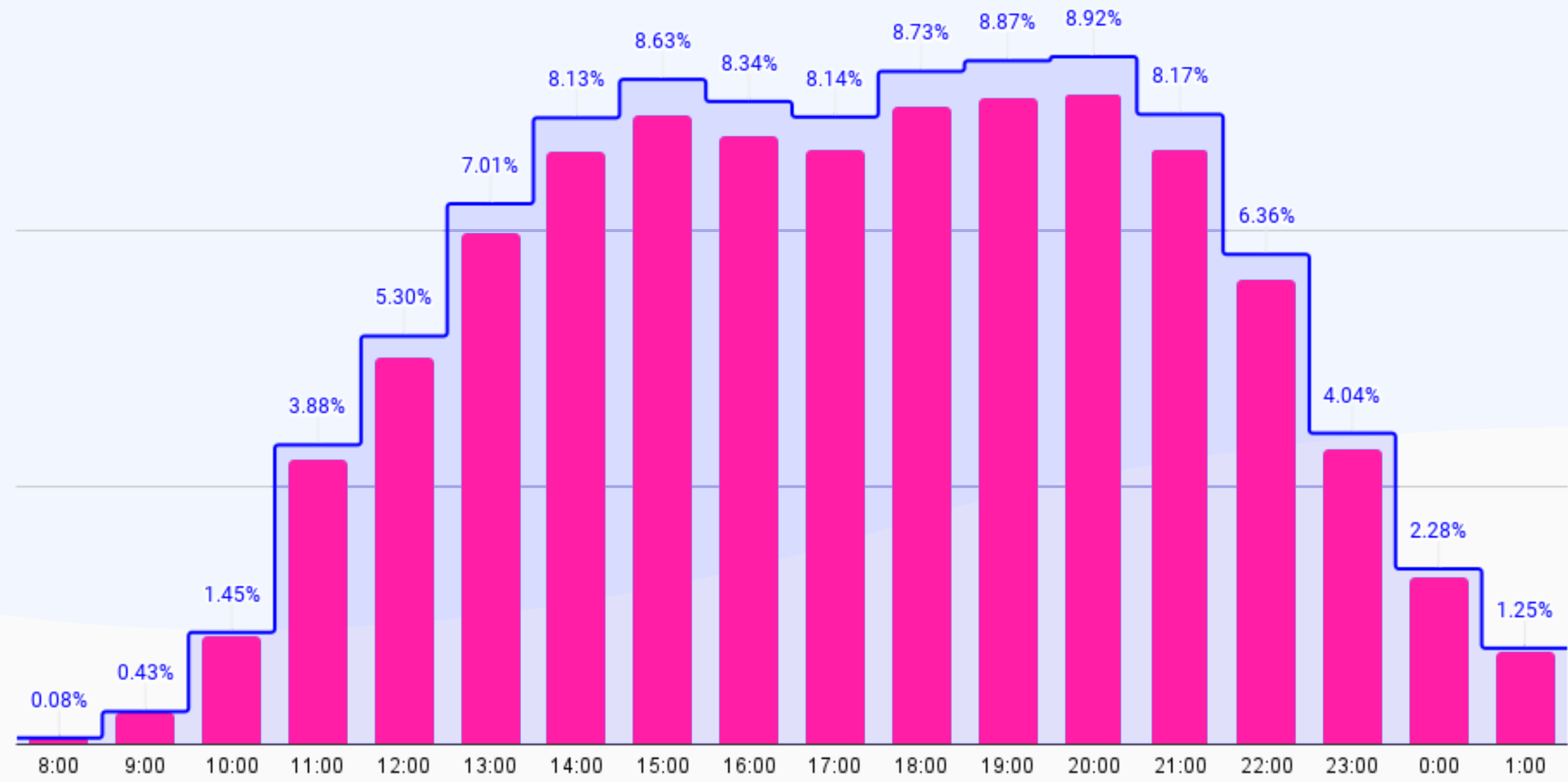
Rider miles  
travelled

**>20**

Tonnes of  
carbon saved



# PLAYS DISTRIBUTION BY HOUR

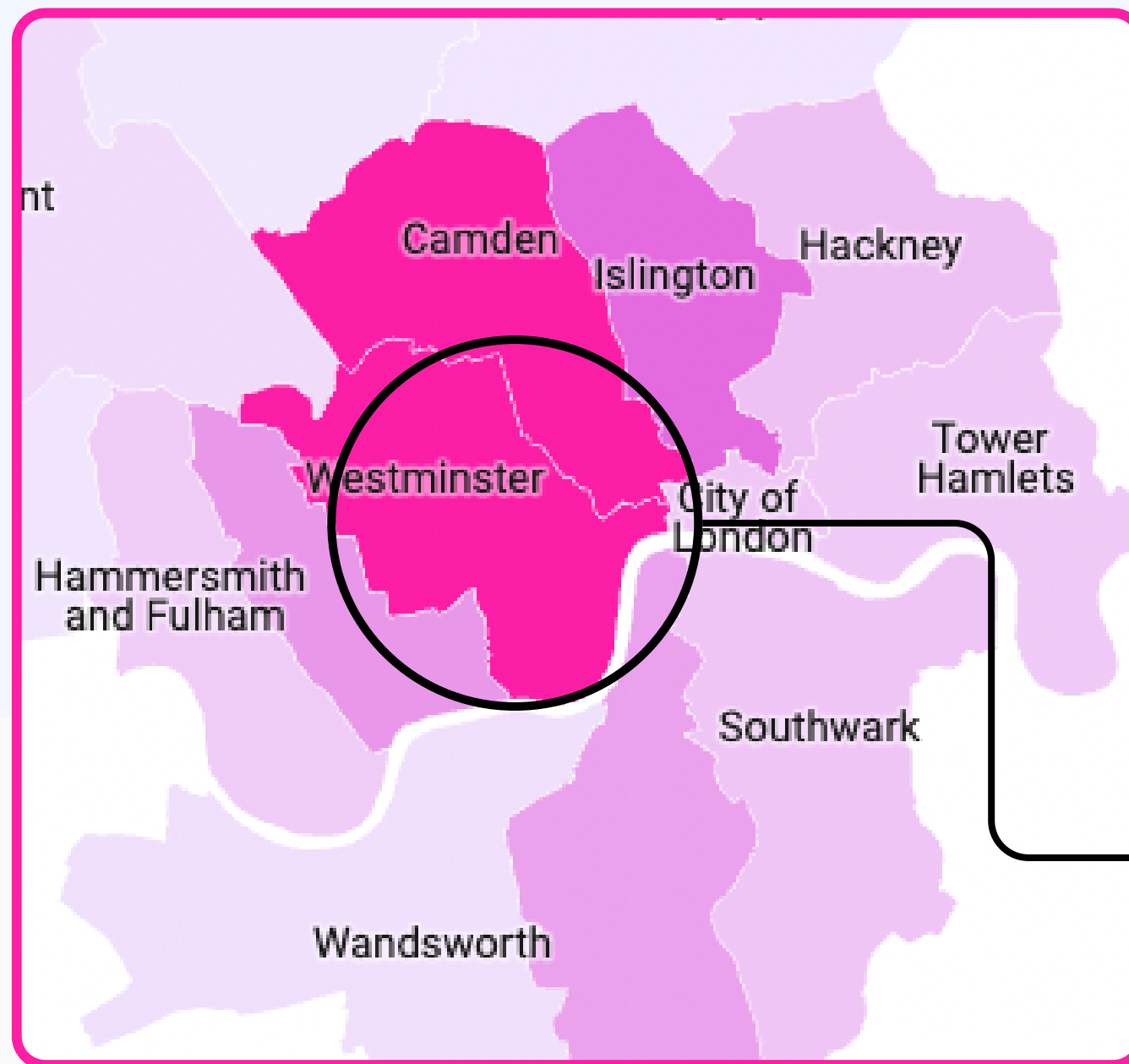


**87%** of plays delivered between **12 noon & 10 pm**

Filling in the gaps of Londoners daily journeys, increase effectiveness of existing media strategies



# AD DELIVERY REGIONS



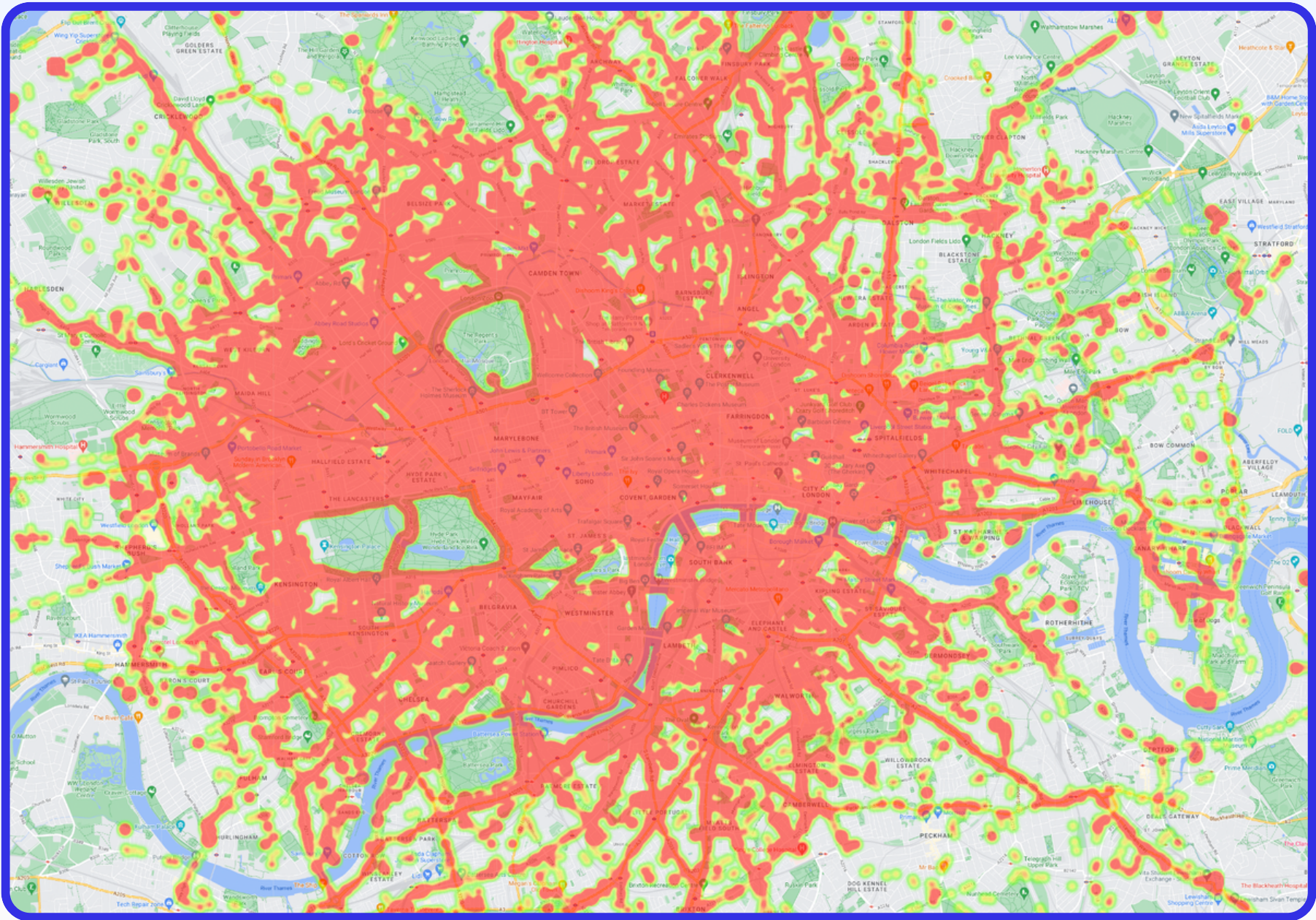
Cut through and resonate with the  
Central London audience

84%

of plays  
delivered in  
Zone 1  
Central London



# AD DELIVERY HEATMAP



Reaching the vast vehicular and pedestrian audiences at peak times in London







# WELCOME TO AD-MOTO

We have loved working with you in Q1

Bicycle

CVLibrary

carwow

Grand  
VISUAL

TALON\_  
Think outside

Paramount+

PEPSI

FORGED  
IRISH STOUT

deliveroo

ARNE

BREAKING  
ADS

Visit our instagram page or website to view our post campaign reels:



@admotelondon



www.ad-moto.com



AD-MOTO.COM

Ad  
MOTO

**BREAK  
UP WITH  
YOUR  
CAR**

You've been paid £16,500



 **carwow**

 **carwow** x **Bicycle**





Ad  
MOTO

CVLibrary





Ad  
MOTO

deliveroo

Paramount+

TEENAGE MUTANT NINJA  
TURTLES  
MUTANT  
MAYHEM

AD-MOTO.COM







AD-MOTO.COM

Ad  
MOTO

THIRSTY  
FOR  
MORE



Grand  
VISUAL

TALON\_  
Think outside





# Q2 & 3 KEY DATES

**Ad-MOTO:** Your gateway to concentrated mobile DOOH advertising in bustling Central London.

Act now to secure your spot amidst the frenzy of the OOH calendar's key events. **Don't miss out** – inquire today before it's too late

Pride Month



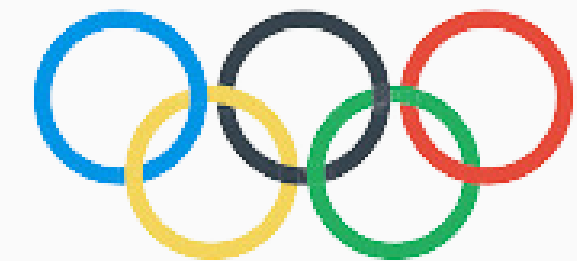
June

Euros



June / July

Olympics



July / August

Limited Inventory Remaining





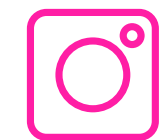
# ADVERTISING THAT DELIVERS



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[@admotolondon](https://www.instagram.com/admotolondon)

*Thank you*