

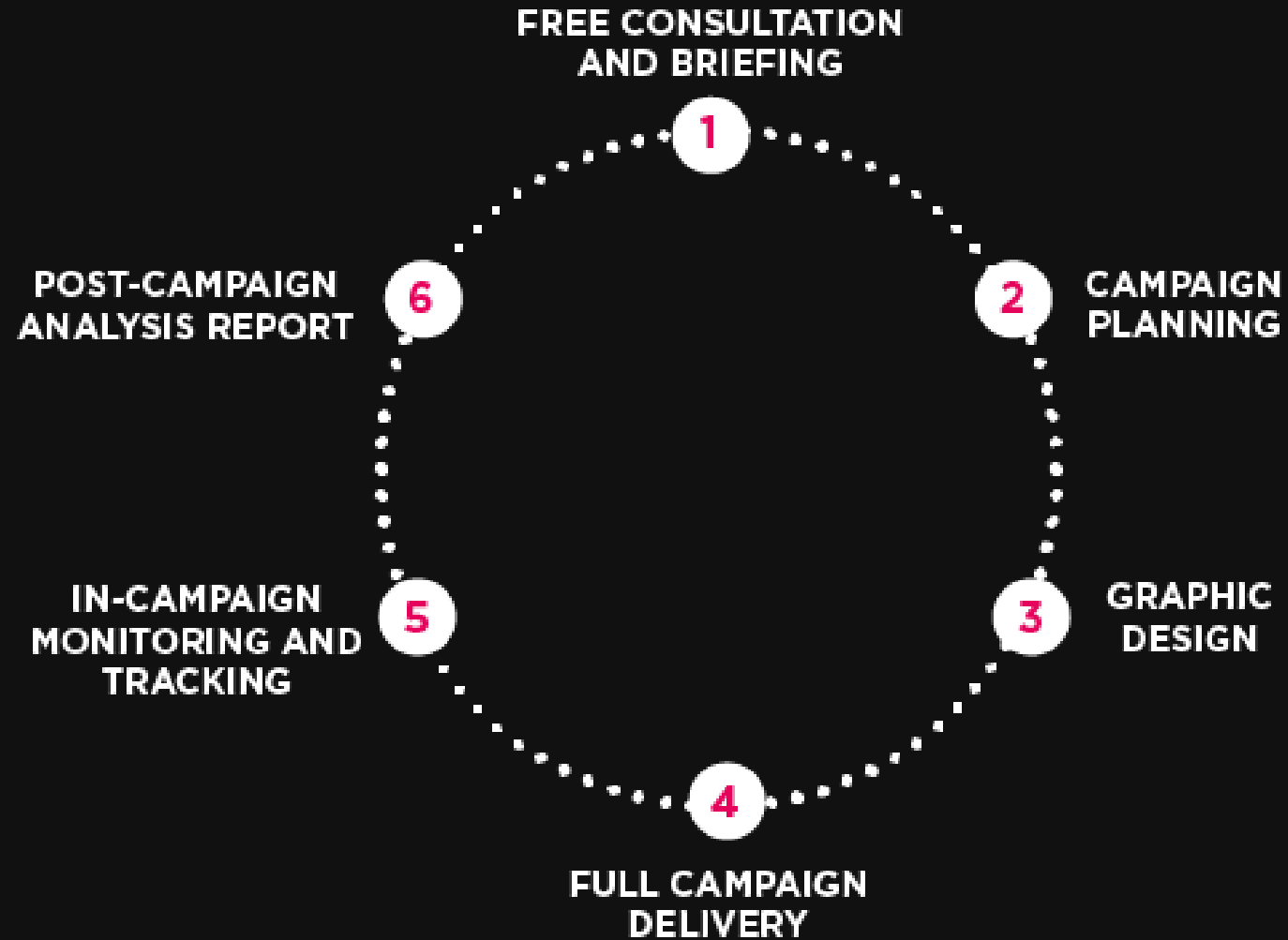


**DIGIVANS**

# THE PLANNING PROCESS.

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We tailor each campaign to suit your brief, and will assist you from the start, right through to post-campaign analysis.





CREV·GWR IN THESE  
FEL·GWYDR·HORI  
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Whitchurch | Cardiff | 132  
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# DIGIVANS.

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Our fleet of digivans combine a dynamic, moving media solution with all the benefits of traditional out-of-home media. Our digivans feature three digital screens, two on the side and one on the rear.

Our digivans allow your campaigns to be where you need them to be. The locations and route can be personalized to your campaign and brief, with static and video capabilities. Procuring an average daily reach of 37,600 people and 8 hours of exclusive activity,

Our digivans have a facial detection software which provides hour-by-hour reporting on pedestrian and vehicle counts. As well as dwell times and performance by location.

**ROUTE**



# Dive into your campaign data.

We understand how important data is to our clients, which is why we have installed facial detection software onto our digivan fleet.

This software enables us to provide you with;

- 📍 Hour-by-hour pedestrian and vehicle traffic counts,
- 📍 Pedestrian and vehicle dwell times,
- 📍 Performance by location

This data enables us to provide you with a campaign performance report, and also gives us insights to help improve future campaigns e.g. where the busiest location is, or the highest dwell time.

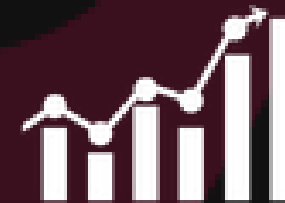
Your sales representative can help with adding facial detection to your digivan package!



DATA CAPTURE



PEDESTRIAN  
AND VEHICLE



DATA  
REPORTING



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**#RIGHTROUTE**

**ROUTE**