



Bangkok Taxi Media Group

PRESS RELEASE

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Group a division of SMGlobal is proud to introduce Taxi Top Advertising to Bangkok, Thailand, as one of the most exciting and effective ways to advertise your brand on the streets! 'Taxi Tops' are roof mounted, mobile advertising displays which have been a hugely successful medium for many years in some of the world's biggest cities including; Tokyo, LA and New York. Our roof mounted signs give a generous advertising space over two poster panels, and are back-lit allowing for 24 hour impact. Mobile advertising has turned into a \$3.64 billion global industry, because it can provide the most cost effective exposure for your business or product. Taxi advertising is utilized by companies ranging from local restaurants and law firms to entertainment venues and website providers. The Airline, Cruise, and automobile industries and advertising giants like A.T. & T. regularly use taxi advertising, shouldn't you?

Taxi advertising now means that you can now advertise on the side, back and front of a taxi, and even advertise on LCD screens and video in the cab itself. There is a whole new world to cab advertising and the average guy on the street can be oblivious to its appeal. The great thing about interior advertising in taxis, is that you have the full attention of the viewer and there is no way out. This is a huge selling point and the numbers really do add up when you look at quantifying a captive audience. We offer a variety of taxi advertising methods which can be purchased as a package deal or to suit the needs of your company.

How taxi Advertising Works

Taxi advertising cuts across all demographics, it is very effective in reaching commuters and pedestrians with higher incomes, higher education and high presence of children. **

Taxi advertising reaches those who are less likely to see newspaper advertising (those spending more time driving/commuting) **

Taxi Advertising is a "Reach medium" - "Consumers who are reached repeatedly with a message show higher advertiser awareness, brand recall and purchase behavior." **

Constant message delivery - Taxi advertising exposes your business to potential customers all day, everyday.

Geographic saturation - Taxi advertising can blanket a geography, keeping your business "top of mind" in your metro area.

Mobile taxi ads can take your message into areas that restrict other outdoor advertising

Mobile advertising reaches pedestrians & motorists on side streets, at airports, on highways, downtown, at conventions - wherever there is a high concentration of people.

** The Arbitron Outdoor Study© 2001 Arbitron Inc

How will Taxi Advertising help to build your brand? As a stand-alone advertising platform, or as part of an integrated campaign, Taxi Advertising can take your brand almost anywhere. Taxis are used and seen by financial high fliers, business decision makers and buyers, shoppers with money to spend, wealthy residents, tourists and visitors with disposable income. Taxi Advertising directly influences the buying habits of everyone that uses a city.

The campaign does not end once the taxis are posted. Photo opportunities, PR Events, product launches, VIP pickups can be arranged to ensure that you get the maximum from your campaign. You can simply book appearances with your taxis as you need them.

Facts about Bangkok

- **The economy of Thailand is the 2nd largest in Southeast Asia and Bangkok leads other Asia Pacific countries in terms of international tourist arrivals and spending.**
- **During the first week of January 2012, Suvarnabhumi Airport had over 300,000 international visitor arrivals.**
- **Bangkok welcomed 19 million foreign visitors who spent US\$14.4 billion (432 billion baht) in 2011. This represents annual growth of 20 percent compared to 2010.**
- **Bangkok tourism revenues for 2012 are expected to reach approximately 24 billion USD (766 billion Baht), an increase of 28 percent over last year.**
- **According to the seventh annual Future Brand Country Brand Index 2011-2012, Thailand ranked number 7 for tourism.**
- **Bangkok has an official population of over 8 million citizens who live in the capital city.**
- **In 2011, more than ninety airlines served Suvarnabhumi . It was the 18th busiest airport in the world, second busiest in Asia by passenger volume, 15th busiest in the world and fourth busiest in Asia in international passenger volume. Suvarnabhumi consistently ranked 19th in the world in cargo traffic, and seventh in the Asia-Pacific region.**
- **There were 15,000 registered restaurants including 700 international restaurants, 400 Thai restaurants, 1,500 fast food outlets, 500 bakery and coffee shops, and 12,000 family-style restaurants**

- Readers of Recommend Magazine, the publication for the travel trade, recently chose Thailand as the Sexiest Romance/Honeymoon Destination in Asia in its Readers' Choice Awards for the fifth consecutive year.
- In the 2011 HSBC Bank Expat Explorer Survey, Thailand was identified as the Best Place for Retirement.
- Formerly known as Mahboonkrong Center, the [MBK Center](#) has an average of 115,000 customers daily, including more than 35,000 tourists.
- Bangkok includes over 15 world-class malls situated around Bangkok, many centered around Sukhumvit Road and Ploenchit-Ratchaprasong. There are approximately 25 shopping malls, 35 lifestyle shopping centers, 40 department stores, 55 superstores, and 1,100 convenience stores around Bangkok. As of 2010, there were 570 screens in Thailand, with 300 in the Bangkok metropolitan area. Nationwide, the person-to-screen ratio is 170 people per screen, with a 30:1 ratio in Bangkok.
- Bangkok is home to the headquarters of all of Thailand's major commercial banks and financial institutions; 27 financial institutions and a number of international banks located in Bangkok include ABN AMRO, ANZ, Bank of America, Bank of Baroda, Bank of China, Bank of Tokyo-Mitsubishi, CIMB, Citigroup, DBS Bank, Deutsche Bank, HSBC, Industrial and Commercial Bank of China, Goldman Sachs, JP Morgan, Barclays, Indian Overseas Bank, UBS, Credit Suisse, OCBC Bank, Mizuho Corporate Bank, Calyon, RBS, RHB Bank, Macquarie Group, ING Bank, Scotia Bank, Sumitomo Mitsui Banking Corporation, UOB, BNP Paribas, Wells Fargo Bank and Standard Chartered. hold at least 1 billion dollars in total assets

For more information on Bangkok Taxi Media, visit www.bangkoktaxiads.com

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