

# Design Tips for Mobile Advertising Success

**Mobile advertising is different** from other forms of advertising, and you'll get better results if the creative design makes the most of the unique mobile advertising medium. Think twice before you simply reuse an ad that was originally designed for a billboard or for a Yellow Pages ad.

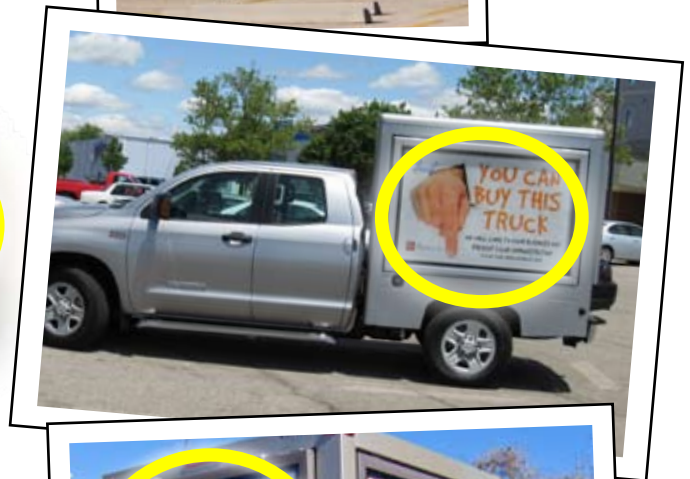
Each side of a Spark mobile advertising vehicle presents a unique—and different—opportunity to deliver an advertising impression. Other companies learned how to leverage these three different ad positions for maximum benefit a long time ago. Consider the example below:



■ **FRONT:** This area will be scanned quickly, and seen mainly from a head-on position as viewers pass by. The other time it will be seen is when the viewer is facing the ad from across an intersection. They place their logo (or another identifying mark) there, bold and large. They do not include anything else, realizing that any additional information will not have enough time to be noticed.



■ **SIDE:** The perfect place for a large, attention-grabbing visual. With limited time for their message to be viewed, our example company designs the side of the vehicle to contain a large image, a logo, few words, and little else. The reason? Motorists' eyes, alongside, will glance at the visuals, then by necessity, look forward again.



■ **BACK:** This panel provides the most detail. Drivers behind the truck can really scrutinize the message, since their eyes are already looking forward. While stopped at traffic signals, motorists have plenty of time to study the panel's visuals. Phone numbers, company information, websites are all placed on the back panel.



Learn more about Spark advertising vehicles and how you can own one. [sparktrucks.com](http://sparktrucks.com)

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