

On Robot Advertising

A next-gen, moving media format designed to bypass ad blindness



THE ROBOT IMPACT



1,700

Average impressions per mile driven



12-30 sec

Average dwell time (vs. 3-5 sec for traditional OOH)



3,000+

Robots in active fleet

THE CHALLENGE

Breaking Through the Noise

Today's advertisers face a perfect storm:

- ⊗ **Advertising Blindness:**
Consumers are overwhelmed by marketing noise and tune out static digital or billboard ads.
- ⊗ **Shrinking Attention:**
Billboards, cab and bus ads offer only 3-7 seconds of passive dwell time.
- ⊗ **Rising Costs:**
Traditional CPMs are increasing while unique brand recall is at an all-time low.

THE SOLUTION

A Next-Gen Media format

Robots deliver a bold, innovative ad format that commands brand attention, delivering 3-6x more engagement



High-Impact Engagement:

Drive 12-30 seconds of dwell time, up to 6x longer than static formats.



Massive Exposure:

Generate over 1,700 average impressions per mile driven with a measurable moving OOH format.



Built-In Earned Media:

Turn every delivery into a stop-and-stare moment that pedestrians photograph, post and share.



Hyper-local Targeting:

Meet your hard-to-reach audiences exactly where they live, study, and work.

OUR OFFERING

On-Robot Advertising

What's Included

- Full coverage wrap: lid, side, and rear panels
- Expert campaign design support available
- Professional wrap installation
- Post-campaign performance metrics



CASE STUDY

Caterpillar at Purdue University

30-Day Campaign



3+ million

Total Impressions



100k+

Impressions Per Robot



3,000+

Total Deliveries (brand-to-door touchpoints)



3,500+

Impressions Per Robot, Per Day



CONTACT US

Ready to Activate Your Brand?

Contact our team today to build a custom on-robot advertising campaign



MEET

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