



FUTURAD



CAMPAIGN PLANNING GUIDE

INDISPUTABLE. UNDENIABLE. INESCAPABLE.

Elevate your brand to be top of mind.
Make your next advertising campaign iconic.

PLANNING GUIDE

Planning an outdoor advertising campaign involves several steps to maximize its success. Futurad has assembled a 3-step process with a list of topics for planning a campaign. The 3 steps are strategy, goals, and tools. Within each of the steps are topics of importance to be aware of and take into consideration when planning the outdoor advertising campaign. After completing your 3-step process, the implementation can get started.

Campaign duration

Outdoor advertising campaigns are scheduled month to month. Your campaign can start any day of the month, and will last for a duration of 30-days.

Prices

The cost per month for a outdoor digital billboard in Q1, Q2, and Q3 of the calendar year is \$13,800 plus taxes. Q4 is a high demand season and the cost is 10% higher that increases the cost to \$15,180 plus taxes. The average cost per spot per month in Q1-Q3 is \$0.92, and \$1,01 for Q4.

Our in-house team can answer questions and get started to realize your campaign. **Contact us today.**

Strategy	Brand positioning
	Competitive difference
	Messaging platform
	Tagline
	Set a budget
	Set start-end dates/duration
Goals	Define target audience
	Boost awareness
	Boost appeal
	Boost sales
	Project expected results (KPIs)
	OOH/Outdoor
Tools	Website
	Social media
	Online media
	Direct mail
	Print media
	Publicity
	Events
	Loyalty program
	Gift with purchase program
	Coop program
	Family & Friends program
	Reasearch (pre/during/post-campaign)
	Monitor campaign
Analyze results	

COST DIGITAL BILLBOARD PRICE CALENDAR

REGULAR SEASON			HIGH SEASON (+10%)
Q1	Q2	Q3	Q4
JANUARY FEBRUARY MARCH	APRIL MAY JUNE	JULY AUGUST SEPTEMBER	OCTOBER NOVEMBER DECEMBER
US\$ 13,800 /MONTH	US\$ 13,800 /MONTH	US\$ 13,800 /MONTH	US\$ 15,180 /MONTH
Duration: 10 second spots Total: 500/day Time: 06:00 am - 02:00 am Cost per spot: \$ 0.92	Duration: 10 second spots Total: 500/day Time: 06:00 am - 02:00 am Cost per spot: \$ 0.92	Duration: 10 second spots Total: 500/day Time: 06:00 am - 02:00 am Cost per spot: \$ 0.92	Duration: 10 second spots Total: 500/day Time: 06:00 am - 02:00 am Cost per spot: \$ 1.01

Plan an outdoor advertising campaign
Planning an outdoor advertising campaign involves several steps to ensure its success. Here's a comprehensive list of processes for planning such a campaign:

Define Objectives
Determine the specific goals and objectives of the campaign. These could include increasing brand awareness, driving sales, promoting an event, etc.

Understand Target Audience
Identify and understand the demographics, behaviors, and preferences of the target audience to tailor the campaign effectively.

Budget Allocation
Allocate a budget for the campaign based on the objectives and available resources.

Select Locations
Research and select appropriate outdoor advertising locations that align with the target audience and campaign goals. Consider factors such as foot traffic, visibility, and relevance.

Choose Ad Formats
Decide on the types of outdoor advertising formats to be used, such as billboards, transit ads, street furniture ads, digital displays, etc., based on the target audience and campaign objectives.

Create Compelling Content
Develop creative and engaging content for the ads that effectively communicate the campaign message and resonate with the target audience.

Design and Production
Work with designers and production teams to create high-quality visuals and materials for the ads that are suitable for outdoor display.

Obtain Permits and Permissions
Secure necessary permits and permissions for placing ads in chosen locations, ensuring compliance with local regulations and guidelines.

Negotiate Contracts
Negotiate contracts with outdoor advertising vendors or agencies regarding ad placement, duration, pricing, and other terms.

Schedule Campaign
Determine the optimal timing for launching the campaign based on factors such as seasonality, events, and audience behavior.

Monitor Competition
Conduct competitive analysis to understand what other outdoor advertising campaigns are running in the chosen locations and how your campaign can stand out.

Implement Tracking Mechanisms
Set up mechanisms to track the performance of the campaign, such as using unique URLs, QR codes, or dedicated phone numbers on the ads.

Launch and Monitor
Launch the campaign according to the planned schedule and continuously monitor its performance to make necessary adjustments.

Evaluate Results
Analyze the effectiveness of the campaign against the predefined objectives, using metrics such as reach, engagement, conversions, and return on investment (ROI).

Optimize and Refine
Based on the performance analysis, optimize the campaign by refining targeting, messaging, or placement strategies for future iterations or campaigns.

Post-Campaign Assessment
Conduct a comprehensive post-campaign assessment to gather insights and learnings for future outdoor advertising initiatives.

By following these steps, you can effectively plan and execute an outdoor advertising campaign that achieves its objectives and resonates with your target audience.

ABOUT US

TALLEST. BOLDEST. LARGEST.

At Futurad, our mission is to seize attention, spark recognition, and foster immediate impact for major brands. We proudly own the largest digital outdoor billboard in Latin America and the Caribbean and, solidifying our position as the premier provider of customized advertising solutions. With a network encompassing 20 billboards in two countries, we reach a staggering 70 million customers daily, generating 2.1 billion monthly impressions and over 25.2 billion impressions annually.

Our comprehensive content management and distribution services extend across outdoor and indoor screens, catering to public spaces, and into retail and corporate environments. Futurad has been offering solutions in both Indoor and Outdoor DOOH for more than 15 years, and is a leader in outdoor and indoor digital screen advertising, content distribution and content creation. Futurad's trajectory is one of dynamic growth as we aim to expand our footprint throughout the Latin American region.

PROVEN
MARKET LEADING
SCREEN FORMAT

THE LED

MONTHLY
VIEWERSHIP
POOL

122M

YEARLY
VIEWERSHIP
POOL

1.467B

DOOH LOCATION
ADVERTISING
SURFACES FOR

**BIG
BRANDS**

REGIONAL
EXPANSION
PLAN INTO

7 CITIES



FUTURAD

Sales

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Phone: **+507 300-0488**

Offices

Futurad
Ciudad del Saber, Edif. 231
Panama City, Rep. of Panama
Weekdays 9am - 5pm (timezone: GMT-5)

Specialties

The largest iconic digital and static outdoor billboards in Latin America and the Caribbean, as well as digital signage for in-store retail and in-office corporate needs.