



SignSpin®



SignSpin

www.mvg-mobil.de

Media Kit 2020



A large crowd of people is gathered in a city square, likely in front of the SignSpin mobile unit. The unit is a blue and white structure with a large screen and a sign that reads 'SignSpin'. The background shows historic European architecture. The text 'Media Kit 2020' is overlaid in the center of the image.



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Our Vision

Good advertising reaches people.

With our **+250 SignSpinners** and **+9 locations** we are active along pedestrian zones, at intersections, at fairs and events to communicate your messages where they are supposed to be – directly from face to face.

1 SignSpinning





SignSpinning

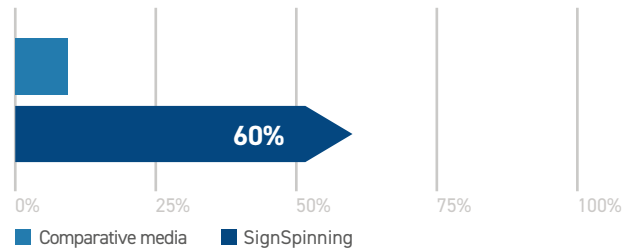
We are the exclusive provider of the advertising medium **SignSpinning** in Europe. The **SignSpinners** turn, throw and present a Sign in a spectacular way with your advertising message which ensures the maximum attention of the audience.

Our **SignSpinners** are specially trained and respond individually to each viewer. Thus customers get the impression that the **SignSpinner** delivers the show only for them. As a result, the effect of the **SignSpinner** is positively enhanced and the communicated message is deeply imprinted in the audience's memory.



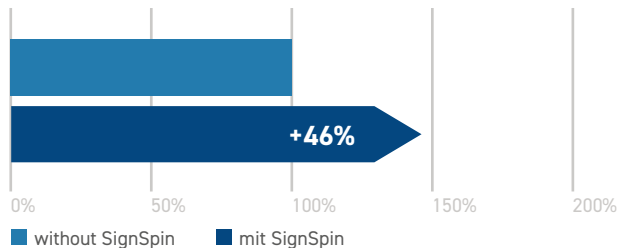
Facts and Figures

Ad Recall



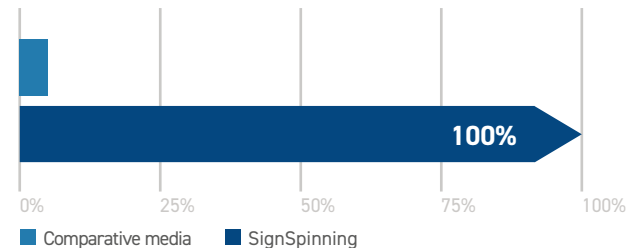
60% of consumers remember the message communicated by the SignSpinner. Comparative media achieves only 5-10%*.

Increase in Sales



46% increased Sales by our customers, compared to days without a SignSpinning campaign.**

Reach



100% of the consumers consciously remember the SignSpinner as an advertising medium. Comparative media is consciously remembered by 5%.

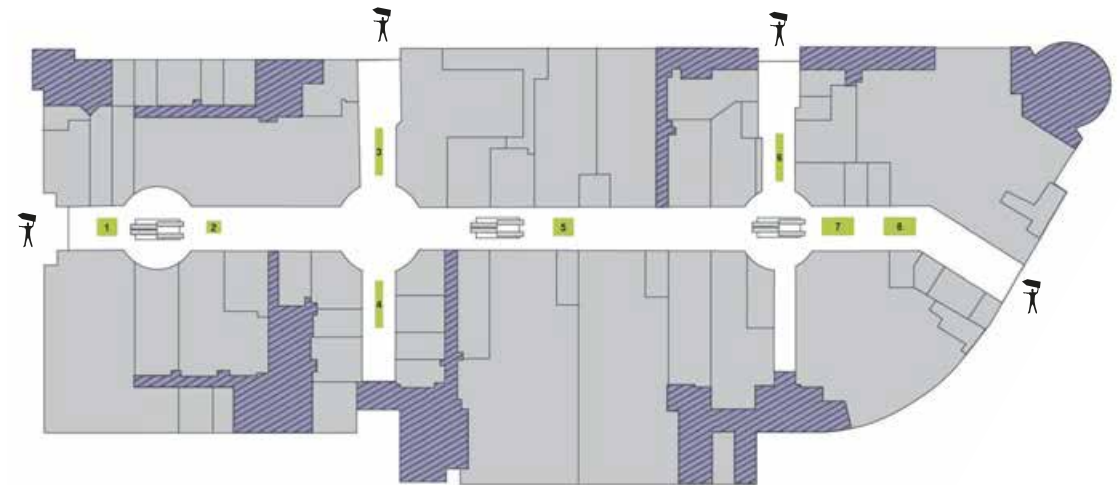
*Source: Otto-von-Guericke University Magdeburg, Maximilian Schwarz: "Ambient Media: An empirical analysis of effectiveness and advertising recall".

**Source: Decathlon deployment, December 2016



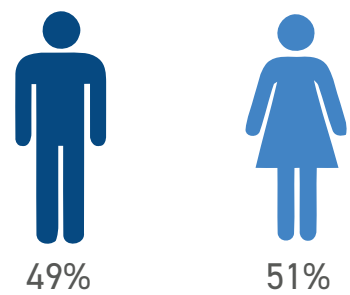
Advertising Impact Survey

On the 23rd of March 2018 a survey quantifying the Advertising Impact of **SignSpinners** was conducted in the Allee-Center Magdeburg. In front of each of the four entrances of the shopping mall a **SignSpinner** was positioned, being the exclusive and only medium promoting the Easter workshop of the Allee-Center. Over a period of four hours 200 people were questioned which promotional messages they could remember.

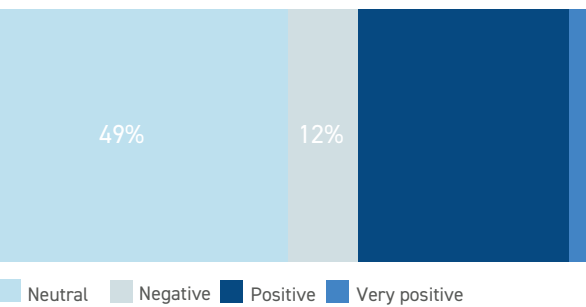


Results of the Advertising Impact Survey

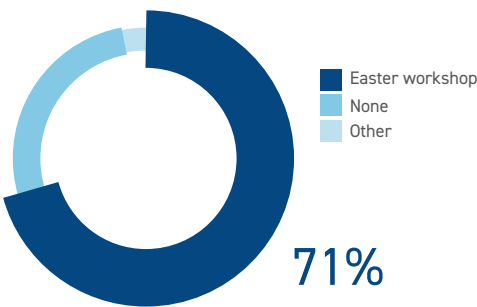
Gender distribution



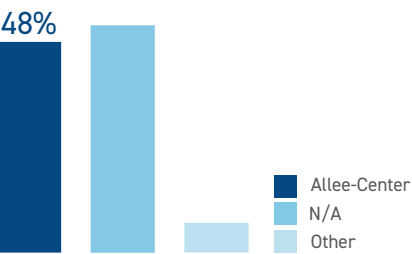
What is your general opinion about promotion?



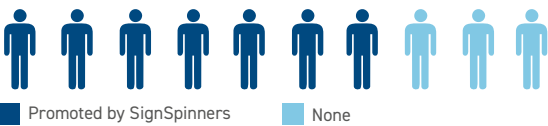
Which promotional messages do you remember?



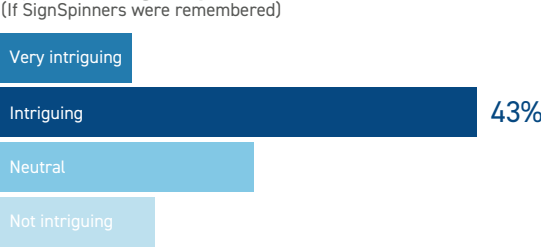
Which brands were promoted?



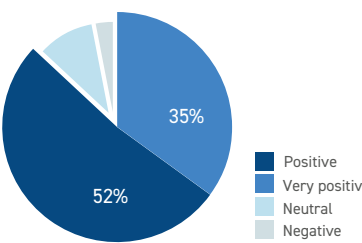
7 of 10 people remembered the message promoted by the SignSpinners



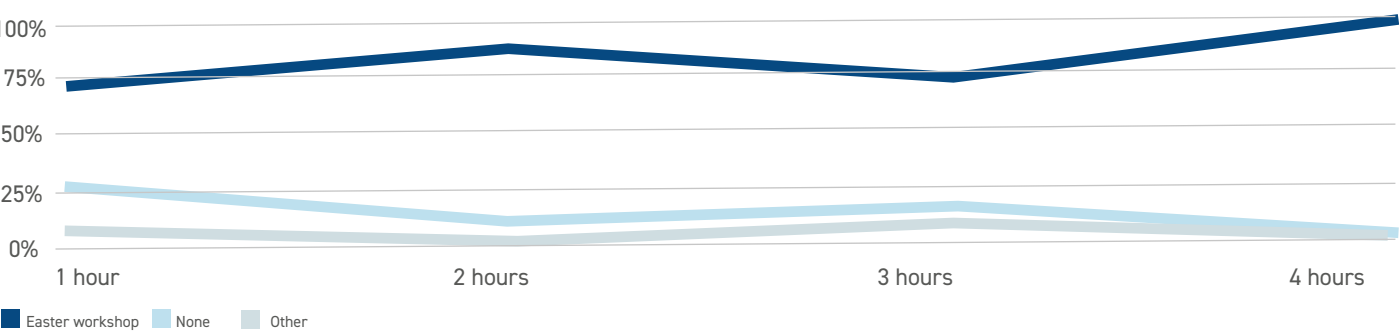
How intriguing was the promotion by the SignSpinners?



How did you perceive the promotion by the SignSpinners?



Ad recall in relation to duration of stay





What makes SignSpinning so effective?

Unlike conventional advertising, **SignSpinning** is not annoying. Rather than bothering people with their activities it is a little show for the viewer that they like to watch voluntarily. The central component of this show is the Sign with the advertising message, which will attract the full attention.

Our **SignSpinners** are trained to interact with people, creating beautiful and memorable experiences. Thus **SignSpinning** not only transfers the pure advertising message but also a positive image, which is sustainably associated with you.

2 Additional Services





Additional Services

Comfort and quality are our top priorities. We take care of every aspect, from the production of the signs, the development of an advertising concept that is tailored to your wishes and goals, to the accommodation of our staff.

We complement the **SignSpinners** with our specially trained **Street Influencers**, **SignSpeeders** and the help of cooperation partners, so we can realize almost anything in out-of-home marketing.



SignSpeeding

SignSpeeding is mobile marketing with a cyclist, an e-scooter driver, or a **Street Influencer** carrying a backpack chassis on their back, to which a mast with an advertising flag is attached.

Whether alone or in a group, our **SignSpeeder** increase the radius of use for your advertising through mobility and reach even more potential customers. They are extremely flexible and can travel through areas that are highly relevant for you, your products and are not accessible to other mobile carriers, such as buses or trains. **SignSpeeding** can be used both as a stand-alone campaign and in combination with the classic **SignSpinning** to make your campaign even more attractive. In both cases they are a real eye-catcher!



Street Influencer

In addition to our **SignSpinners** and **SignSpeeders** we also offer high-quality promoters. Our **Street Influencers** are specially trained for customer dialogues and can build up a basis of trust with your customers through expert knowledge and sympathetic appearance. For example, to recommend loyalty programmes, to distribute goodies or to collect customer surveys on tablets.

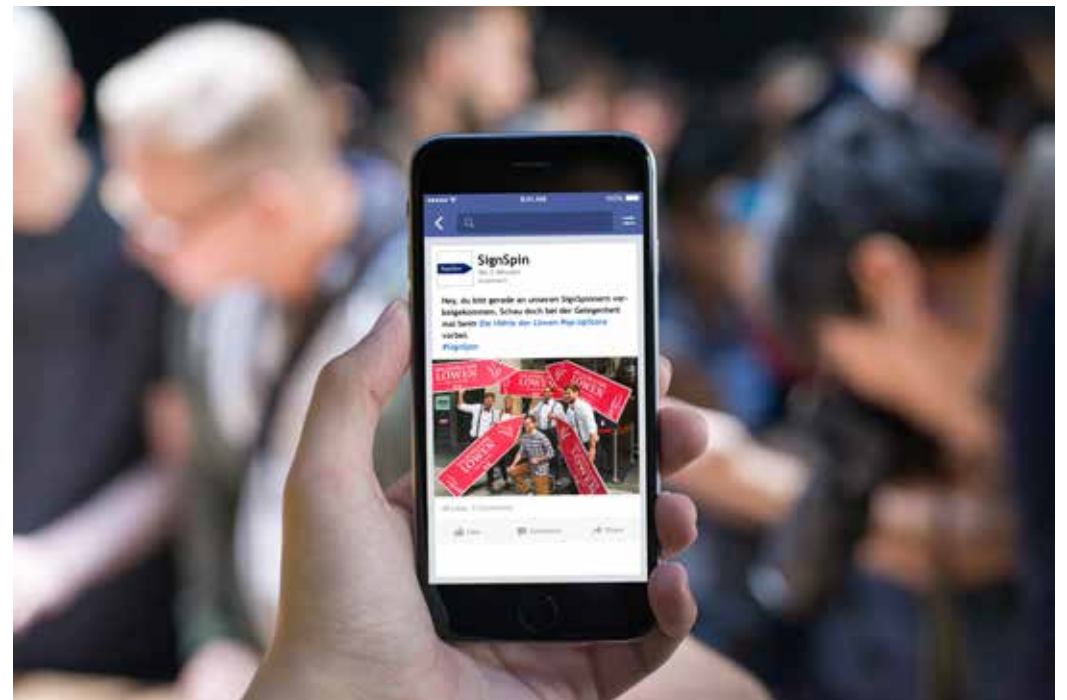
Hyper Local Marketing

In addition to our local campaigns, we developed the concept of Hyper Local Marketing. At the beginning of the campaign, a photo or video clip of the **SignSpinner** is taken, and placed in social media in the form of a local advertisement limited to the location. This recognition reminds people of the positive encounter with the **SignSpinners** and sustainably strengthens the advertising effect. The intensity and duration of the advertisement can be individually adjusted to your needs.

Through our Hyper Local Marketing, all the positive emotions generated in the analogue world are transferred to the digital world. In this way, we expand the target group reached and maximise the memorability of your message.



Production of the content for the Hyper Local Marketing advertisement directly at the beginning of the campaign



Reapproach the people at the location of the SignSpinner by advertising them in social media



WOW-Events

Instead of telling people how great your product is, let them try it for themselves. Do not shine from the outside, but let yourself shine! Through our interactive event concepts we create positive and above all sustainable brand experiences.

Direct contact with people is our strength and an essential part of our corporate philosophy. This is marketing at eye level, from face to face.



WOW-Events Mechanics



Striking promotion of the campaign



Registration of participants



Participants fulfil task



Confirmation of participation in the store



Registration of participation in the competition



LED Sign

With our newly developed LED sign, our **SignSpinners** also become an attention magnet at a later hour. The signs are uniformly illuminated by LED strips and supplied with a rechargeable battery. Thus the signs are completely self-sufficient and just as flexibly applicable as our normal signs. The LED sign is an absolute eye-catcher and creates a very special atmosphere..





Cooperation Partners

In addition to our in-house **SignSpinners**, **SignSpeeders** and **Street Influencers**, we also work with numerous partners so that we can develop the perfect solution for every marketing campaign.

Whether freestyle footballers, hosts or other artists, we offer you everything you need for your individual campaign.

3 Cases





Sales Promotion & Opening



Image Campaign



Show



Fair & Event



Opening

The opening is a milestone for any business. We have already accompanied numerous openings and made sure that they made a positive impression and thus laid the foundation for sustainable business success. While our **SignSpinners** can act as dynamic signposts, communicate special offers or simply create a good mood, our **SignSpeeders** ensure even more potential customers know about your opening. In addition, our specially trained **Street Influencers** can convince with expert knowledge in personal conversations and thus build trust with their customers. In combination with the on-site service, our **Hyper Local Marketing** offers the possibility to address people even days after the campaign via the social networks and thus strengthen the memory of your opening.

Campaign Goals

Maximum attention, increased frequency in the store, establish a positive image

Campaign Packages

Opening Day
1 day

Opening Event
3 days

Opening Week
5 days



Sales Promotion

Do you offer special prices or are you open on Sundays this week?
Let people know.

Our **SignSpinners** spread your message and attract the attention you want and our **SignSpeeders** increase the impact of your message even more. In addition our **Street Influencers** can provide people with further information about your company.

Campaign Goals

Maximum frequency in the store, increase sales, strengthen positive image, new customer contacts

Campaign Packages

S
3 days
Th + Fr + Sa

M
14 days
Mo - Sa

L
24 days
Mo - Sa



Image Campaign

Show the world who you are, what you do and why you are the best in your field. Through national Image Campaigns, we can get your messages across to people. New products, company logos or promotions can be quickly and efficiently established in the market.

The combination of **SignSpinners**, **SignSpeeders** and **Street Influencers** ensures the perfect mix of entertainment and information and thus makes a lasting impression on your customers.

Campaign Goals

Maximum attention, communicating innovations, positive image transfer, old customer loyalty and new customer acquisition

Campaign Packages

S
3 days
Th + Fr + Sa

M
14 days
4 weeks
Th + Fr + Sa

L
24 days
8 weeks
Th + Fr + Sa



Show

Excite the people for your products! Whether at trade fairs, conferences or company events, you will become an absolute eye-catcher with our **SignSpin Show** choreographed especially for you. We adapt our choreography to your wishes, so that you can tell exactly your story with our show. The combination of spectacular action and the targeted communication of advertising messages makes our **SignSpin Show** the ultimate advertising tool for your event.

Campaign Goals

Maximum attention, new customer contacts, positive image transfer, differentiation from your competitors

Campaign Packages

S
1 day

M
3 days
Several times a day

L
5 days
Several times a day
Highlight Video



Fair & Event

Trade fairs are important dates in any business calendar. Decisive contacts are made here that may influence the future of your company. Ensure to stand out from the crowd and make your booth to the highlight of the fair. Our **SignSpinners**, **SignSpeeders** and **Street Influencers** act as mobile and dynamic signposts to ensure that no one misses your brand and booth.

Campaign Goals

Maximal traffic at your booth, new customer contacts, positive image transfer, differentiation from the competitive environment

Campaign Packages



A person in a light-colored shirt is holding a green sign high above their head. The sign has the text "25% sparen bei Brillen & Sonnenbrillen!". In the background, a crowd of people is gathered outdoors, some looking towards the camera. A metal bench is visible in the foreground.

4 Trivia



Testimonials

DECATHLON

"(...) We placed five **SignSpinners** and three **Street Influencers** from SignSpin around our Store. The attention generated in this way enabled us to set a nationwide sales record. We were also convinced by the flexibility of SignSpin's employees, who made pedestrians and car drivers happy even in difficult weather conditions of Northern Germany, which was reflected in the positive feedback and increased traffic in the store. (...)"

- Yannick Nirmaier, Store Manager, Decathlon Hamburg



"(...) As a result, the use of **SignSpin** is a sympathetic and at the same time an effective signpost to our shopping mall. (...)"

- Stefan Raml, Center Manager, Potsdamer Platz Arkaden



"(...) Some customers told me that they did several rounds at the roundabout just to see the **SignSpinners** again. Many came to the roundabout to film and photograph the two **SignSpinners** with their mobile phones. There were also words of appreciation and much praise from the local police, who monitored and regulated the traffic on several days at the roundabout. (...)"

- Marcus Fendt, Store Manager, toom Baumarkt GmbH



"Well over 11,000 visitors visited BMW Kurfürstendamm during the three days of the event to be inspired and inspired by the exhibition, the new vehicles and the presented programme. They made a major contribution to a perfectly organised and staged weekend and to the successful market launch of the new BMW X1 and the new BMW 5 Series Gran Turismo. (...)"

- Thomas Michael Koller, Head of Brand Showcases and Cooperations, BMW AG

SignSpin in the Media

Again and again **SignSpin** is a popular topic for media contributions in the daily reporting. From regional newspapers, reporting on attention-grabbing **SignSpin** campaigns, to Prime Time TV shows – we impress with sympathetic demeanor, spectacular tricks and our innovative way of advertising.

Some of our highlights are our appearance on the well-known TV Show "Die Höhle der Löwen" and the coverage of the first **German Sign Spinning Championship** on the TV show Galileo.



Our SignSpinners on the hit show „Die Höhle der Löwen“



Coverage of the first German Sign Spinning Championship

Selection of References






Locations

From our **9 locations** we coordinate campaigns throughout Europe and together with our partners from AArrow Ads we realize intercontinental campaigns.

More than **250 SignSpinners** are trained several times a week to increase their level with new tricks and combinations. Thus the SignSpinning remains exciting and individual for the people with each contact.

In order to establish **SignSpinning** as a sport, we founded the SignSpinning Association in 2017.



Ausbildung im Sinn?
Düsseldorf im Kopf!

5 Whitepaper



Bakery Marketing



Hardware Store Marketing



Center Marketing



Fitness Marketing



Fair Marketing



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