

# MOVING BOARD –NEW WAY OF MARKETING COMMUNICATION

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## Abstract

*The goal of this article is outlined Moving Board as a young and non traditional medium on the market of outdoor advertising from the side of marketing communication theory. The article is focused on development of this medium and penetration in the different world market from the view of international marketing, on in the Slovak market as well.*

## Key words

*moving board, outdoor advertising, marketing communication, ATL marketing communication, BTL marketing communication*

## Introduction

Marketing is defined by the American Marketing Association as the activity set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large. Marketing mix is a general phrase used to describe the different kinds of choices organizations have to make in the whole process of bringing a product or service to market and it is probably the most famous marketing term. Its elements are the basic, tactical components of a marketing plan. Also known as the Four P's, the marketing mix elements are price, place, product, and promotion. Part of the promotion or synonym of this word is term marketing communication. Marketing Communications are messages and related media used to communicate with a market. Marketing communication we can divided in to the ways BTL – Below The Line marketing communication and ATL – Above The Line marketing communication. ATL is a type of advertising through media such as television, cinema, radio, print, web banners and web search engines to promote brands. This type of communication is conventional in nature and is considered impersonal to customers. It differs from BTL advertising, which uses unconventional brand-building strategies, such as direct mail and printed media (and usually involves no motion graphics). It is much more effective when the target group is very large and difficult to define. Moving board is outdoor advertising concept. This medium is consisting of two elements city light and promoter, which create new medium with high added value. The Moving Board is based on panel with two shining sides. The second

element of the Moving is the promoter. The promoters inform people about product, he can handle the flyers or product samples. The difference between ordinary promoters or hostesses is the Moving Board on the back of the promoter. The mutual coherence of two parts of the Moving Boards creates unusual and unique product in the market of outdoor advertising. The reason is possibility of communication with promoter, mobility of the city light and its utilization at the right place in the certain time. [1] [6] [8]

### **The Goal of Marketing Communications**

The ultimate goal of marketing communications is to influence someone to make a purchase. But like most goals, it is attainable only through a number of process steps. Consider these:

1. **Create awareness.** People will not buy a product or service that they are not aware of. Consequently, companies go to great lengths to create awareness. For example, when Amtrak initiated its Acela Express rail service from Boston to New York City, it blanketed the two cities' airways and newspapers with ads announcing the new, high-speed service.
2. **Provide knowledge.** This step involves providing information about product or service features. What is the product? What does it do? Amtrak described Acela's amenities and schedule: electrical outlets for laptops and DVD players, adjustable lighting, conference tables, a club car. "Trains depart from Boston's South Station at . . ."
3. **Create a favourable impression.** People don't buy features; instead, they buy benefits—things that will make their lives better, solve a nagging problem, or save them money. The Acela boasted two customer benefits: it would move passengers from city center to city center in comfort and would allow them to work productively throughout the trip.
4. **Attain a preferred position in the customer's mind.** "Take the Acela Express and you will miss airport hassles, cramped seats, long security lines, weather delays, and cancellations." To many stressed-out business travelers along the Boston to New York corridor, this positioning moved rail travel ahead of air travel.
5. **Create a purchase intention.** If the marketer has done a good job of addressing earlier steps in the process, the customer will resolve to make a purchase. "I'm going to New York for a conference next month. This time I'll try the Acela."
6. **Make the sale.** If all the other steps have been completed, the prospect will become a customer. The cash register will ring. Those are the steps that typically lead to a purchase. An alternative is to use market research to classify targeted customers in the following order: (1) is unaware of our product; (2) is aware of the product but considers it similar to others being considered; (3) is favorably disposed to our product; (4) would select our product if the purchase were made today; and (5) buys our product. Whichever set of steps you use, the job of IMC is to move targeted customers to the act of buying the product or service. [8]

The Moving Board is able to influence all this six goals of the marketing communication.

### **Development of Moving Board**

Moving Board is a young form of marketing communication. First moving board campaign was realized in the 2003 in Croatia. The Moving Board was formed as an idea

offer opportunity differentiated the marketing campaigns for clients and reach possibility to attract customer attention.

Founder of the Moving Board company Vanja Setič during his trip in Thailand notice men with wooden board on his promoting the menu of restaurants. He became aware of effectiveness of this kind of promotion. He adapted the board according his conception and patented this invention. On the bases of new media success in the home market in Croatia company Moving Board made to decision to launch in the new markets. During the four years of company existence. Company Moving Board is work at all five continents. In the present the company is established in the 26 countries worldwide. The company launching in the new markets via the contractual form, franchising [6].

### **Moving Board and Slovak market**

In the Slovak market MOVING BOARD Slovakia, s.r.o. started work in 2005 on the basis of franchising treaty, which provide exclusivity in the Slovak market. Company join the Slovak market with 30 peaces of boards, which can be used on the whole region of Slovak Republic.

During the five years in the Slovak market company Moving Board realized a lot of successful campaigns for its clients and Moving Board become the standard item in the media mixes [1].

### **Using of moving board according the product type and life cycle**

In the foreign countries is Moving Board used particularly during the launching new products and services in the market during the opening new branches of financial houses and also during the concerts, festivals, expos and election campaigns. Moving Board is suitable used almost in the first phase of the product life cycle, during the launching in the market or for specific kind of products such as music festival, concert, because interaction among customers or target group and company is close however Moving Board is coming in the right time at the right place.

Moving Board is ideal medium for:

- launching of new products,
- promotion campaigns,
- concerts, festivals, politic campaigns,
- expos.

### **Moving Board from the view of marketing communication**

Moving Board from the view of marketing communication we can classify as Above The Line (ATL) marketing tool and also the Below The Line (BTL) marketing tool, however this medium join two elements promoter and billboard. The Moving Board is able to save money from the advertising budget of the company. In the other hand Moving Board we can classify as BTL marketing tool, however the medium leaves the certain impression and it is kind of the experience marketing.

## **Ambient media marketing**

The Moving is one way of media ambient media marketing. Expression Ambient Marketing appears in the media world around the year 1999. In the present is this expression used as standard word in the marketing management world. It is the new line of Out-Of-Home products or services, which are used as non traditional or alternative marketing media. Ambient advertising is used in combination with mainstream medias. Growth in the using of Ambient marketing media is related with decreasing of using tradition forms of marketing communication tools. In the other hand using of Point-Of-Sale communication tools has increasing trend. Other big advantage of this medium is straight focus on target group of customers.

Effectiveness of ambient advertising is in the performance of this tool, the advertising message is delivered straight to the customer and the advertising is more visible and much catchier in the minds of customers. The ambient marketing tools are able to attract attention of the crowds and evoke interaction with customers during the every day life. Good examples of ambient advertising are LCD monitors in trams, ambilights in the streets and also the other advertising in the trams.

Ambient media space is provided in the Slovak marketing by the Moving Board agency. The main advantage is mobility of the medium [5].

### **Advantages of Moving Board**

As an advantages of the Moving Board we consider following several statements:

1. Promoter with board can be used at the place where is the highest concentration of target group and potential customers.
2. Moving Board preserves contact with clients on the new level. When promoter is walking at the same direction as people at the street. The interaction among promoter board and customer is much longer as a static billboard on the street.
3. Moving Board provides feedback. Live human as part of moving board is in interactivity with target group. Promoter is able to gain information from the potential customers about perceiving of the campaign and also is able to give answers to common answers of people at the streets.
4. Classic promoters are able to reach attention only from people close to them. Moving Board promoters are able to attract attention of walkers at the from bigger distance and in the higher amount.
5. Distributions of promotion flyers are more effective. The board provide the first contact with target group. People who take the flayers know what kind of product is promoting and make knowledge decision. It is high possibility to attract the correct target group.
6. Moving Board involves target group. People, who are talking with promoter during the campaign, make first step of common communication with promoter. It is effective type of message delivery.
7. On the other hand promoters provide information to the agency client. Promoters are able to give feedback from customers. And client is able to describe most frequent questions, reactions of walkers at the streets. This is one of the competitive advantages of Moving Board.

8. According the United States association of Out Of Home media and Wall Street journal (2001), are movable billboards love cost advertising with comparison TV advertising, radio, print and static billboard [2].

### Conclusion

The importance of marketing communication and utilization of new ideas and non traditional media, media channels are increasing not only in the world but also in the Slovak market. The lifestyle is changing and purchasing and shipping habits are changing as well. In the area of marketing communication are in these days visible differences between effectiveness of traditional form of marketing media. Classic forms of marketing communication are declining. In these days companies focus their campaign on using non traditional media and new ways of marketing communication. We can make assumption, that Moving Board as marketing medium will gain higher shares in the media mixes of the companies.

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