



Nawafith Al-Madina
OOH ADVERTISING SOLUTIONS



About Us:

Nawafith Al-Madinah Advertising is a forward-thinking company revolutionizing the advertising industry with innovative on-car advertising solutions. We transform vehicles into dynamic, eye-catching marketing platforms that bring brands closer to their audience. With a commitment to **creativity**, **technology**, and **impact**, Nawafith Al-Madinah Advertising provides businesses with unique opportunities to enhance their visibility and connect with customers in real-time all things data tracked real time data



Our Mission:

Our mission is to revolutionize advertising by providing businesses with:

- **Unparalleled urban visibility**
- **Precise audience engagement tracking**
- **Dynamic, adaptable marketing solutions**
- **Transparent, data-driven performance reporting**

We don't just move advertisements. We move brands forward.

Founded on the principles of creativity, technology, and data-driven impact, Nawafith Al-Madinah

Advertising is reshaping how brands connect with urban audiences – one ride at a time.



Case Study On Major Automotive Brand

Key Data Points

1. Significant Sales Uplift

- 24% increase in overall vehicle sales during a campaign for a major auto brand.
- 51% increase in sales for the specific model promoted.

2. Enhanced Brand Metrics

- 43% increase in brand awareness.
- 85% increase in purchase intent.
- 44% boost in brand recall.
- 46% increase in brand favorability.

3. Increased Website Traffic

- 90% increase in web traffic achieved during a campaign for a fintech company.

4. Elevated Brand Awareness and Recall

- 40% lift in aided brand awareness.
- 42% lift in brand recall during a campaign for a digital banking platform.

5. Effective Foot Traffic Generation

- 9.31% behavioral lift and 227,000 incremental visits to a convenience store.

Key Benefits on Case Study

1. **Drive Sales:** Proven ability to boost product sales and market reach.
2. **Boost Awareness:** Increase visibility and memorability of your brand.
3. **Achieve Measurable ROI:** Tangible results in both online and offline metrics.
4. **Flexible and Dynamic:** Update your campaigns in real time for maximum impact.

Our Focus:

At the intersection of innovation and intelligence, we turn every vehicle into a strategic marketing asset:

- **Advanced Technology:** High-resolution LED displays that capture attention
- **Real-Time Data Tracking:** Comprehensive analytics that measure every impression
- **Precision Targeting:** GPS-enabled route optimization for maximum brand exposure
- **Intelligent Insights:** Detailed performance metrics that drive marketing decisions



TaxiTop Pricing Packages

Fleet-wide pricing for synchronized 25-car coverage. 15-second ad slot (25% SOV), 16h daily.

- Citywide synchronized playouts across 25 cars
- Transparent proof-of-play reporting
- Weekly tester, monthly standard

Package	Duration	SOV	Fleet	Price (SAR)
Tester	2 weeks	25%	25 cars	7,000
Entry	1 month	25%	25 cars	12,000
Standard	1 month	25%	25 cars	15,000–18,000
Premium	1 month	25%	25 cars	22,000

Clients who commit to longer campaigns benefit from reduced monthly rates. **A three-month booking receives a 10% discount, six months receives 15%, and annual commitments receive 20%** plus added value such as an enhanced proof-of-play report or a complimentary demo video.

SCREEN SPECS

Specification	Details
Color Model	RGB
Dimension	Width: 384 px × Height: 128 px
Resolution	72 ppi
Display Technology	Digital LED



- **Dynamic LED Advertising:** Capture attention with high-resolution screens that make your brand stand out on city streets.
- **Geo-Targeted Campaigns:** Reach specific areas and audiences with location-based ads.
- **Flexible Time Slots:** Choose from 15-second, 30-second, and full-minute ad slots to fit your campaign goals.
- **Real-Time Updates:** Change ads instantly based on time, location, and events for maximum relevance.



Instead of interrupting,
work on attracting.

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