

# TRI-VISIONS

Catch the eye of your audience.



**Tri-Visions  
garnered 30%  
more viewership  
than static signs.**

- Outdoor Marketing  
Association of Canada

## **WHAT IS A TRI-VISION BILLBOARD**

The surface of a Tri-Vision Billboard is divided into vertical strips. Each strip has three sides which rotate on a timed schedule. Compared to a static board, the changing of the message alone draws more eyes to your advertisement. You can purchase one of the sides, or create a three stage message by purchasing all three sides.

## **TRI-VISIONS HAVE INCREASED VIEWERSHIP**

The Outdoor Marketing Association of Canada commissioned a study to measure the effectiveness of Tri-Visions. Results show that Tri-Visions garnered 30% more viewership than static signs with study participants looking at static signs an average of 1.91 times and Tri-Visions an average of 2.43 times. Increased viewership means increased frequency.

## **TRIVISIONS ATTRACT & HOLD ATTENTION**

Tri-Visions attract and hold attention by engaging the viewer in anticipating the unknown. Motion has a powerful grip on people's attention and perception.

## **TRIVISIONS HAVE A HIGHER RECALL RATE**

Louisiana State University conducted a research study to determine the recall effectiveness of outdoor advertising. Results show that Tri-Visions had a recall rate of 66% which was 34% higher than the static board recall rate of 32%.

People like OOH [out-of-home]. People notice OOH.  
Most importantly, people respond to OOH.