



MOOLA

MARKETING
KIT

MOOLA

MOOLA

Merging
the
traditional
with
digital.



Connection

Our revolutionary platform matches brands with drivers, leading to a mutually beneficial relationship.



Mobile ad tech

With products literally on the go, our proprietary technology allows advertisers to access a plethora of data for their campaigns.



Value

We want brands to be able to advertise with amazing value on an affordable rate.



Assurance

Moola provides excellent ad recall, and maintains stringent security controls for both drivers and brands.

Moola Cars Ads



FRONT



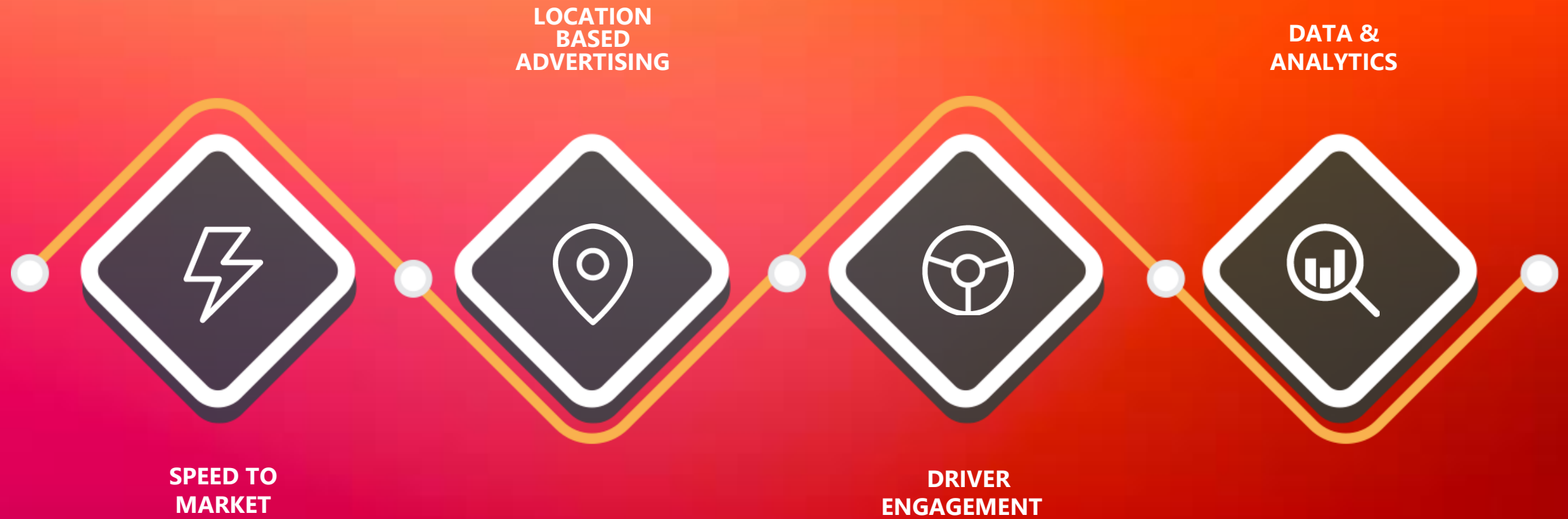
SIDE



BACK



Why Moola



Traditional OOH

RM30,000 per month

*Rental based on a 60'x40' Twin pole on Sprint Highway Outside Tropicana City Mall

- ✓ 215,000 vehicles per day
- ✓ One Location
- ✓ Repeat Audience
- ✓ Difficult to Scale



MOOLA

Packages start from **RM6,000** per month

*Rental based on Starter Package 15 cars in Klang Valley

- ✓ Millions of Impressions Per Month
- ✓ 100,000 Impressions per car per month*
- ✓ Pay per Impression/KM
- ✓ Real Time Reporting
- ✓ Multiple Locations
- ✓ Fresher Audience
- ✓ Extremely Easy to Scale



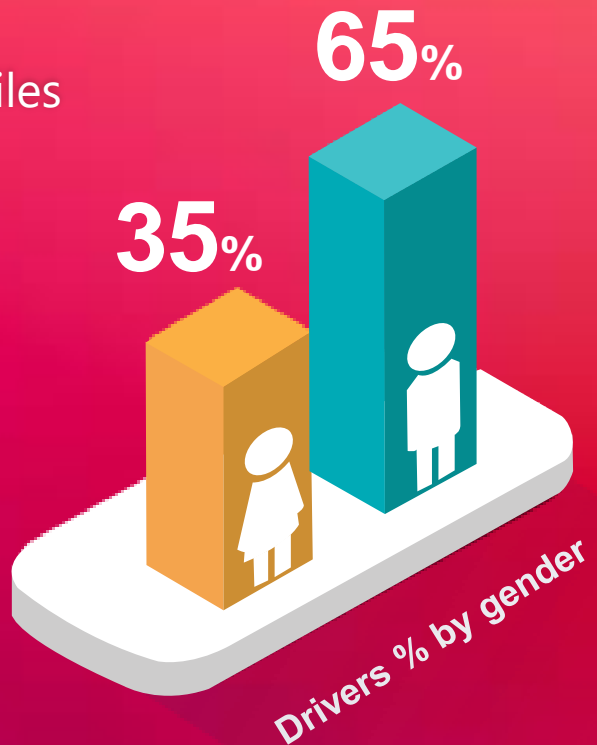
Our **Drivers** are over

45,000
nationwide

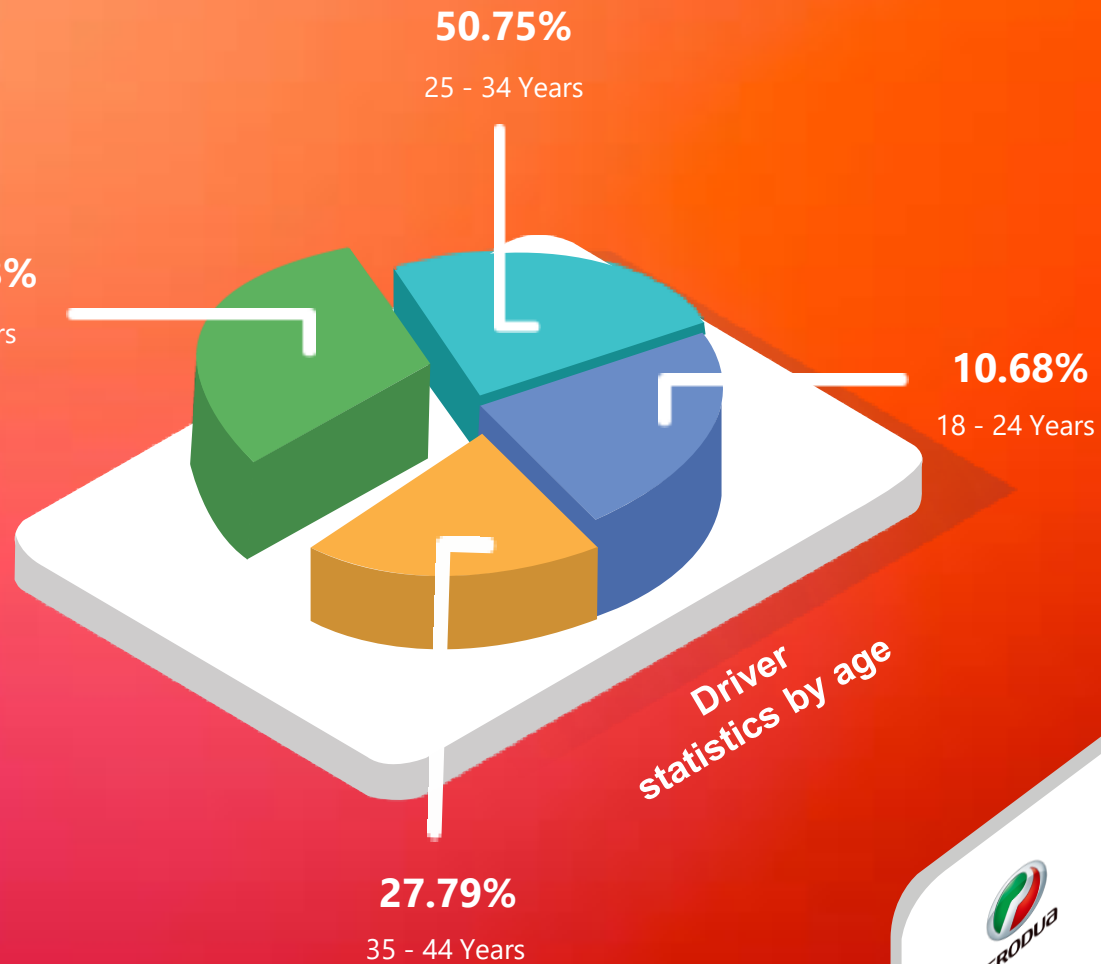
Preferences surveyed

Daily route established

Various car profiles

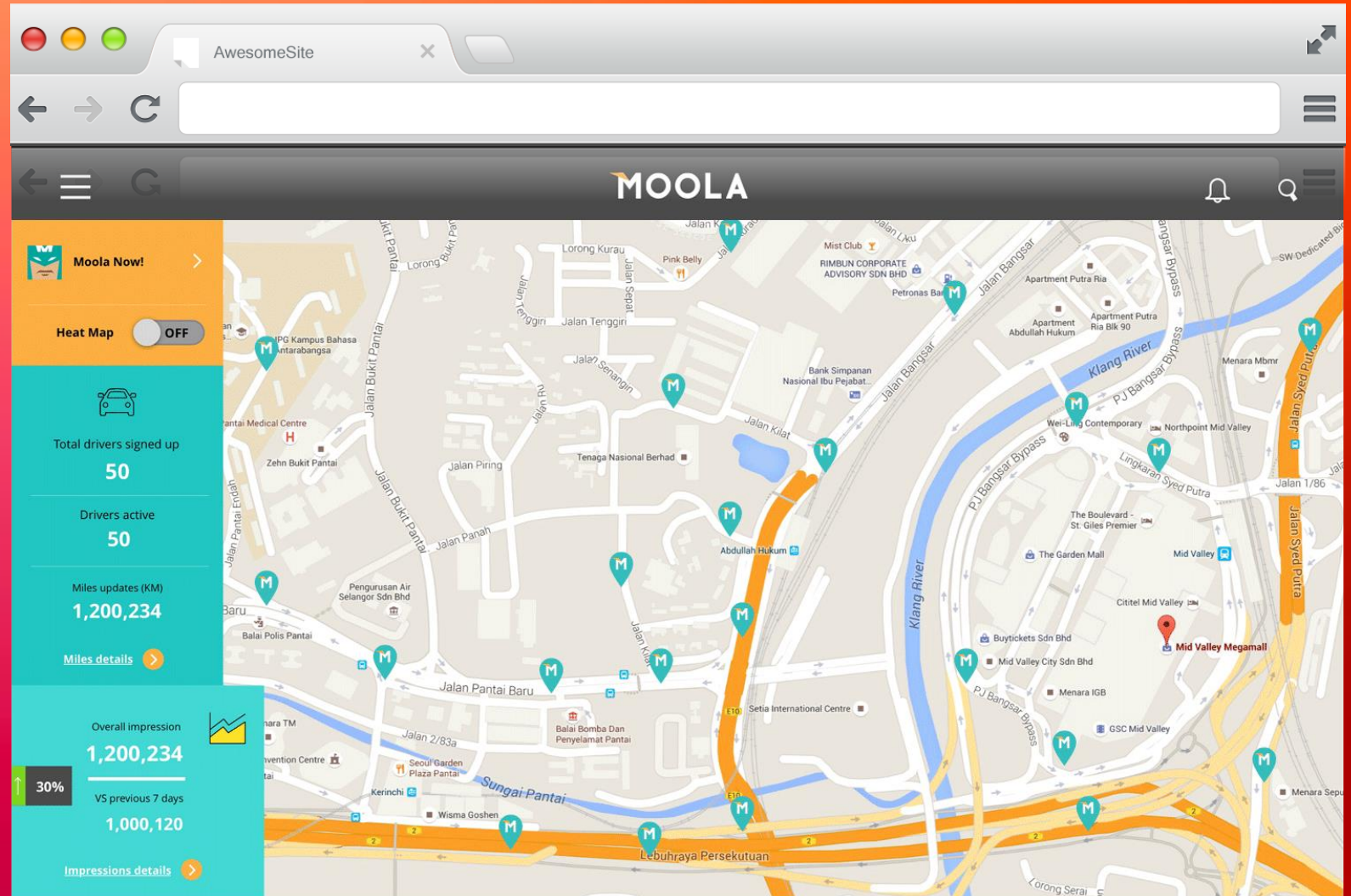


10.78%
Others



Dashboard Access

- ❖ Real Time Reporting
- ❖ Able to generate total mileage up to date
- ❖ Able to estimate the impression gained up to date

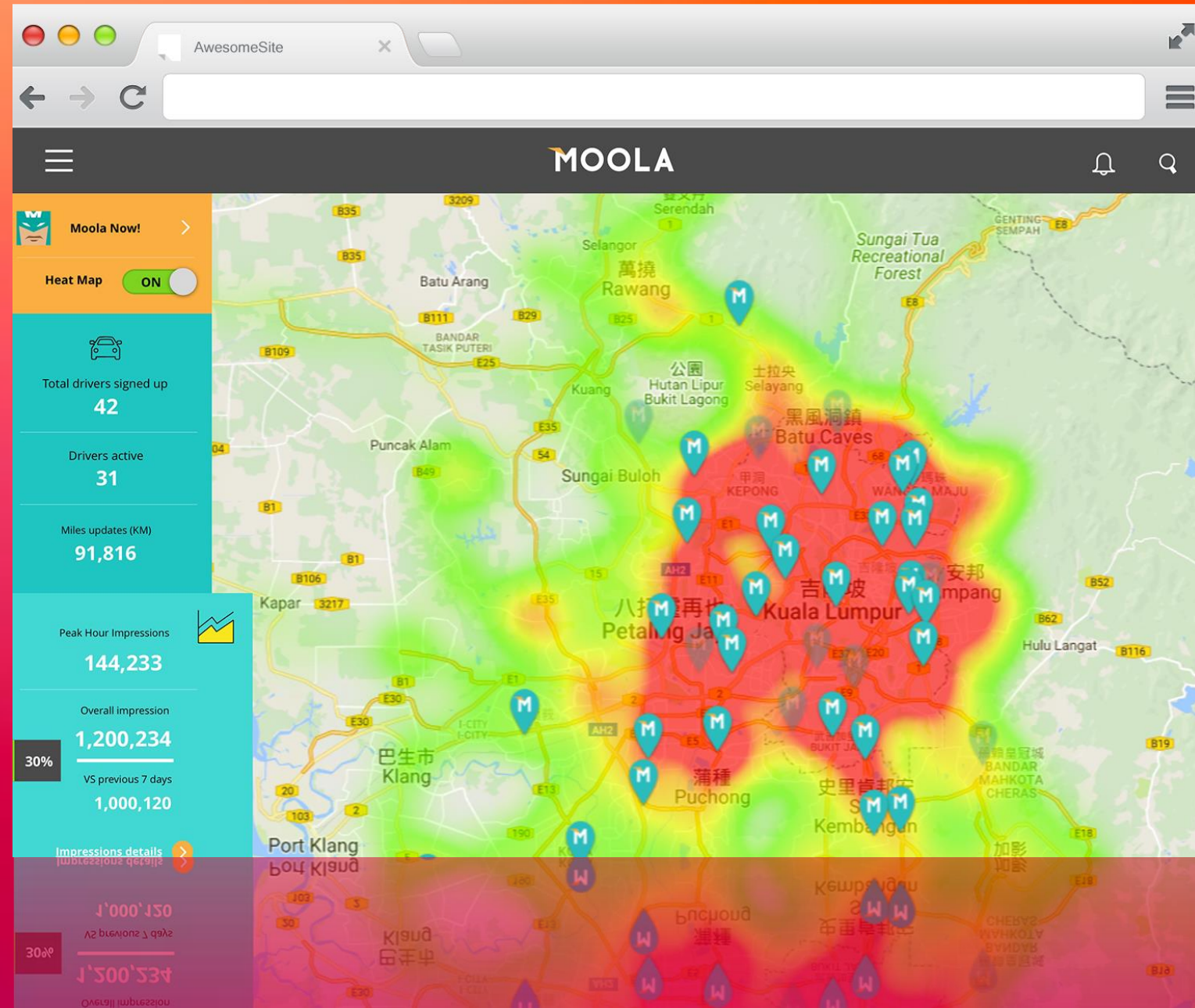


Data & Analytics Report



Heat Map

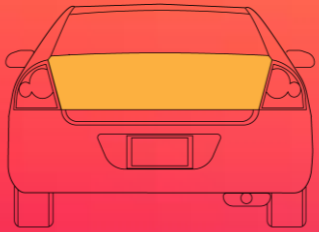
- ❖ View Heat Map to ensure all drivers are active on the road.
- ❖ Red zone refers to the most frequent travelled area.



Our Packages

Starter

Trunk Lid Only



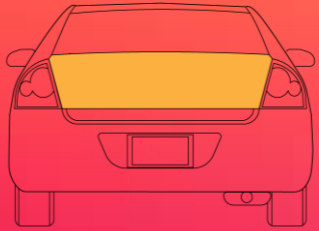
Trunk Lid



Rental: RM400 Per Car/ Month
Production: RM200 Per Car

Essential

Trunk Lid & 4 Sides



Trunk Lid



4 Sides



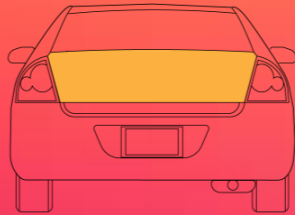
Rental: RM788 Per Car/ Month
Production: RM560 Per Car

Enterprise

Trunk Lid, 4 Sides & Front Hood



Front Hood



Trunk Lid



4 Sides



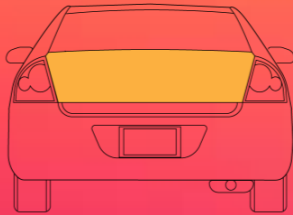
Rental: RM900 Per Car/ Month
Production: RM600 Per Car

Platinum

Trunk Lid, 4 Sides, Front Hood & Topper



Front Hood



Trunk Lid



4 Sides + Topper

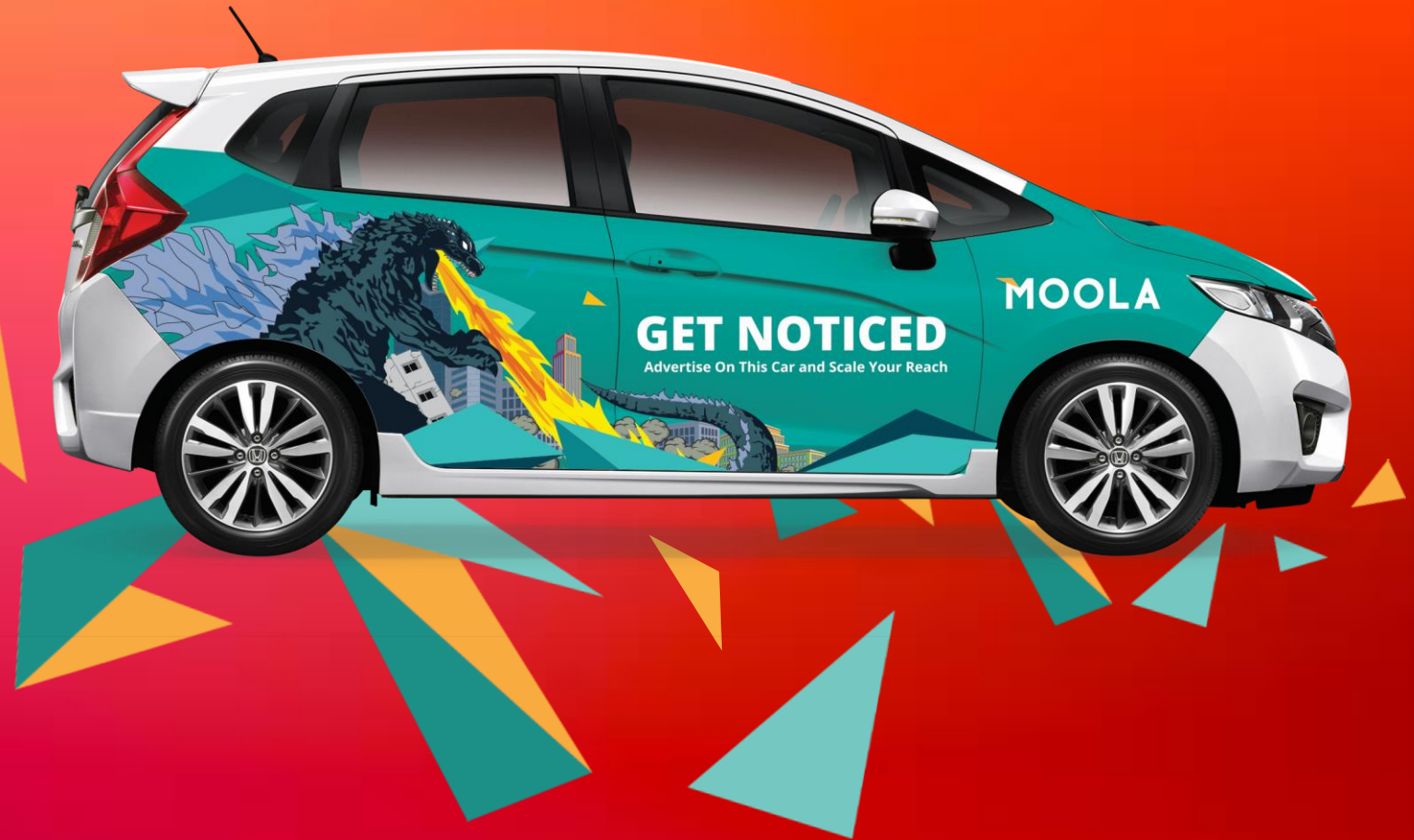
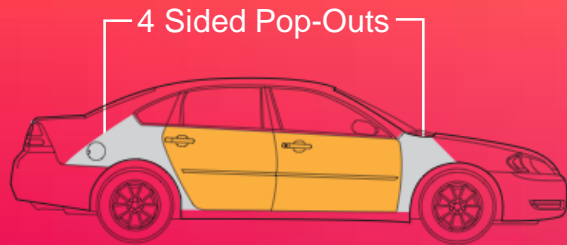


Rental: RM1,000 Per Car/ Month
Production: RM600 + Topper range
from RM550 – RM3,000 Per Car

*Subject to the creative size and material used.

Pop Outs (Add On)

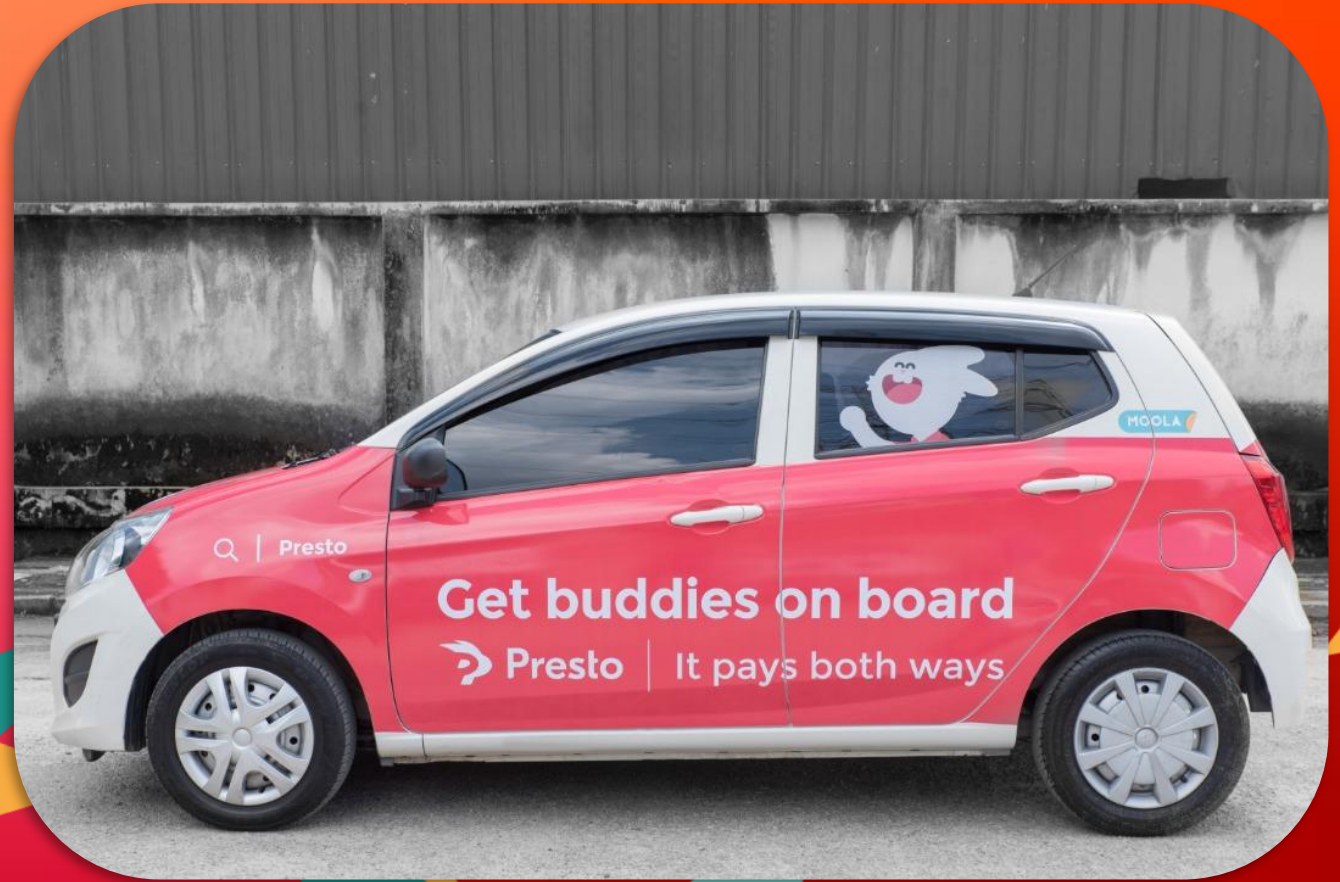
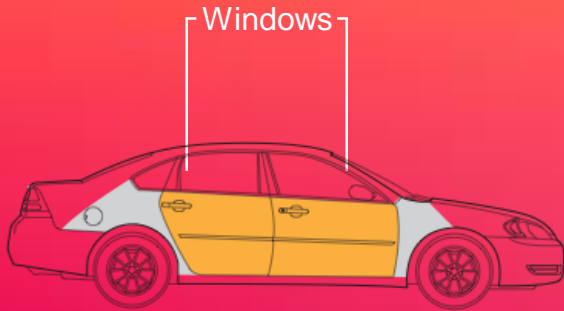
4 Sided Pop Outs



Production: RM100 Per Car

Windows (Add On)

3 Windows (except driver side)



Production: RM150 Per Car

Rear Windscreen (Add On)



Rear Windscreen



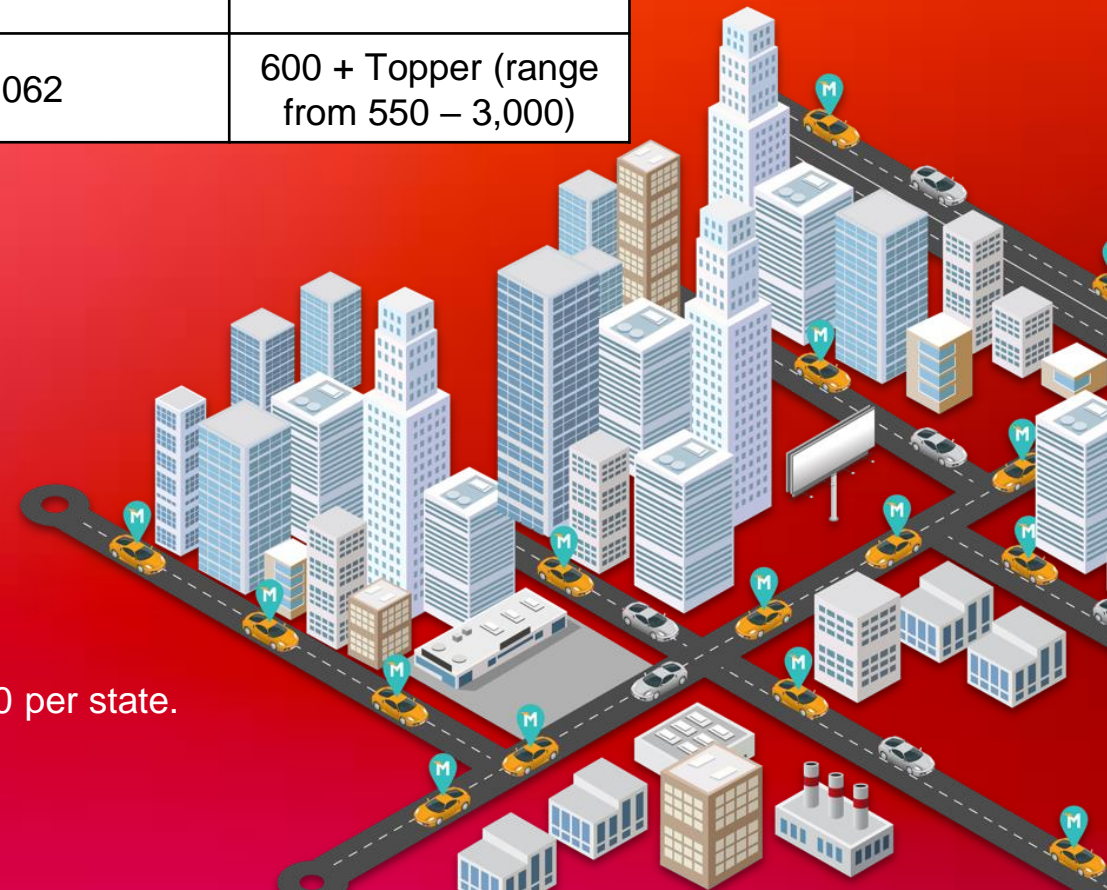
Production: RM100 Per Car (Small portion)
RM200 Per Car (Full)

MOOLA RATE CARD

Type	West Malaysia (RM)	East Malaysia (RM)	Production Cost (RM)
Starter (Trunk Lid)	400	420	200
Essential (Trunk Lid + 4 Sides)	788	830	560
Enterprise (Trunk Lid, 4 Sides & Front Hood)	900	962	600
Platinum (Trunk Lid, 4 Sides, Front Hood & Topper)	1,000	1,062	600 + Topper (range from 550 – 3,000)

TERMS & CONDITIONS

- 1.Above rates are applicable for compact cars only
- 2.The above media rental is based on per car per month
- 3.Minimum duration per campaign : 1 Month - 10 cars per state
- 4.Please speak with our team for any creative buys or 3D topper costing.
- 5.Campaigns out of Klang Valley, will be subject to additional charges of RM2,000 per state.
6. Topper cost is subject to the creative size and material used.







LAZADA
COM.MY





Our Clients

MOOLA

KFC®



celcom™



7-ELEVEN®



traveloka

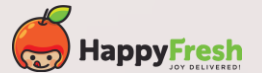


Carlist.my



tealive

dahmakan.



SOUL^{ed} OUT®



ice[®]
watch



LAZADA
•COM•MY

CHUBB

Panasonic



TM
Fitness First

A series of overlapping triangles in teal and yellow, arranged in a curved path from the left towards the right side of the image.

MOOLA

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