



BRANDS AND AGENCIES FAQs

Q1} HOW MUCH EXPOSTURE IS ONE ADMOTO AD EQUAL TO?

A1} Each AdmotoLagos Ad is equivalent to a baseline of 800KMH/month and an average of 100,000 impressions / month. There is slight variability depending upon the size of the geography we are targeting.

Q2} HOW DO I MONITOR IMPRESSIONS?

A2} AdmotoLagos has a Traffic Tracking Technology that calculates the impression count by overlaying the GPS data collected daily from every car, on top of traffic factor. Important variables that our model takes into consideration include the average daily traffic count on the roads, the number hours of the car parked in a strategic area and the time of day. The traffic volume is weighted or calculated in consideration with the amount of time the AdmotoLagos car driver spent on that specific road. Impression counts are aggregated for each AdmotoLagos car and collected daily or as the client wishes.

Q3} HOW DO YOU PROTECT MY BRANDS IMAGE?

A3} AdmotoLagos uses a strong deterrent – if our AdmotoLagos Drivers commit an act of reckless or aggressive driving, not only do they get immediately removed from the campaign, they also have to reimburse AdmotoLagos a sum of N100.000 for the cost of the decal we put on their car. They registered with AdmotoLagos to make residual income from their commute – not to give money away. They have a strong incentive to not drive carelessly. As a testimonial to that, less than 1% (0.4%) of all AdmotoLagos Drivers have had any issues.

Additionally, AdmotoLagos has created a process where we Train, Screen and Inform AdmotoLagos drivers to get them educated on the Dos and Donts of this platform.

Train - We educate the Drivers as to what the relationship is between the driver, the brand on the car, and AdmotoLagos. We do this by placing a small AdmotoLagos sticker on the back of every car along with a “How’s my driving” decal. It’s important for viewers to know that this is a Admotolagos Driver carrying a brand on their car. This way the risk of brand reputation being impacted by a Driver falls back on Admotolagos, not our partnering brand.

Screen – All drivers are background screened and drivers Documents checked. There can be no major infractions committed on either.

Inform – After Admoto conducts our interview and screening process, we speak with every one of our car drivers emphasizing the importance of safe driving and representing a brand.

Q4} WHO ARE THESE DRIVERS?

A4} AdmotoLagos Drivers are safe high-mileage drivers in the community who want to make residual income for driving around with a brand on their car. Its passive side income for doing something they're already doing – driving. More specifically our AdmotoLagos Drivers are a collection of esteemed community members. They are a collection of Bankers, Engineers, Teachers ,Doctors and Nurses etc., who have a consistent driving pattern, are safe drivers, have a 2004 model car or newer, and like and support the brand their driving with.

Q5} WHAT ACTIONS ARE TAKEN IF AN ADMOTOLAGOS DRIVER CUTS OFF OR GETS A COMPLAINT?

A5} The demography of a driver we select and their driving record decreases the chance of this happening. However, drivers are human, often this does occur (sometimes justified, sometimes not). The outlet for the driver to report the Admotolagos's driving behavior is through a uniquely ID'd phone number on the back of their car. When a complaint is received Admotolagos notifies the client, and uses our best judgment as to whether the complaint is legitimate (we check the GPS data to make sure stories align and also hear from the Drivers themselves). If an act of reckless driving was committed, the car driver is immediately removed from the campaign and they have to pay AdmotoLagos N100.000 for the cost of the advert sticker.

Q6} I DON'T WANT ANY OF ADMOTOLAGOS DRIVERS IN MY CAMPAIGN STOPPING BY AT COMPETITORS STORE OR GOING TO PLACES OF ILL REPUTE.HOW DO YOU ENSURE THIS?

A6} Once AdmotoLagos understands where the client does not want their message seen (in addition to the obvious), our representatives explicitly state this to all the participating AdmotoLagos drivers.

Q7} WHAT HAPPENS IF AN ADMOTOLAGOS DRIVER GETS INTO AN ACCIDENT.

A7} If an accident occurs our drivers promptly notify AdmotoLagos which in turn gets passed back to the client. The decal is removed from the car and a replacement driver is used for the duration of the campaign. This is a rare occurrence as all of our drivers have been screened and vetted to ensure the highest degree of safe driving.

Q8} LEGALLY SPEAKING, HOW DOES THIS AFFECT THE DRIVERS INSURANCE?

A8} The legal arrangement AdmotoLagos structures with its' Drivers is that of an independent contractor. We contract the right to put our client's brand (you) on their car. We explicitly state that the AdmotoLagos drivers are never to drive around for the sake of advertising - this ensures that the Drivers personal auto-liability coverage stays intact. If an accident occurs, the AdmotoLagos drivers personally held auto-liability coverage is in effect because they were driving for personal reasons; not for commercial reasons.

Q9} HOW DO YOU SELECT ADMOTOLAGOS DRIVERS FOR MY CAMPAIGN?

A9} You tell us the geographical area you are looking to target and the quantity of Drivers you want to include. We'll select the appropriate AdmotoLagos drivers that match your criteria.

Q10} CAN I GIVE MY CAMPAIGN ADMOTO DRIVER MARKETING MATERIALS TO HANDOUT?

A10} We do encourage our brand partners to give us marketing material that we can give to your campaign drivers. AdmotoLagos Drivers get stopped frequently and asked about the car and the featured brand, so it's favorable to give curious inquirers a call-to-action. That said, AdmotoLagos is not a guerilla marketing street force program so the Drivers are not obligated to go out of their way to pass out material.

Q11} ARE THERE DISCOUNTS AVAILABLE?

A11} Yes Please, this is applicable if you have more than Three (3)cars on the Platform.

Q12} WHAT IS THE PRICING MODEL?

A12} AdmotoLagos charges monthly based upon a fixed price per car for every car in your campaign. Our CPM falls between N200-N450 depending upon the population density of the area we're targeting. We encourage you to reach out to us for specific pricing regarding your next campaign.

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081