



1. a strong effect produced on the intellect, feelings, conscience, etc.
2. the first and immediate effect of an experience or perception upon the mind; sensation.
3. a mark, indentation, figure, etc., produced by pressure.
4. an image in the mind caused by something external to it.
5. the act of impressing; state of being impressed.



THE FACTS

Mo-bile / moʊˈbaɪl/, especially Brit., -bail for 1/9
'moʊbɪl or, Brit., -bail for 9/
adjective

1. Capable of moving or of being moved: a mobile organism; a mobile missile system.
2. Capable of moving or changing direction: a mobile camera; a mobile face.
3. a. Marked by the easy intermixing of different elements: a mobile community.
b. Moving relatively easily from one social class to another: an upwardly mobile generation.
c. Tending to travel and relocate frequently: a mobile population.
4. Flowing freely: mobile water.

"Moving billboards are Viewed by 95% of those that drive by and read by 85% of them - almost 2 times more attention than static billboards."
Outdoor Advertising Association of America

"Mobile billboard displays boost name recognition 15 times greater than any other form of advertising."
Product Acceptance and Research Inc.

"Studies conducted by the Transportation Advertising Council of America show that mobile billboards have an impressive 97% recall rate, virtually unheard of with most advertising mediums."
Outdoor Advertising Magazine

"96% of those surveyed indicate that mobile billboard advertising is more effective than traditional outdoor advertising... 98% believe that the advertising creates a positive advertising impression."
Outdoor Advertising Magazine