



Media Kit

About Us

Buzzdrivers, Inc. brings together premium Out-of-home spots to give their clients the attention they deserve. By combining transit, train, and billboard placements with printing capabilities, the company works together with clients to plan, target, develop and execute compelling OOH media placements.

Since 2010, BuzzDrivers, Inc. has created, developed, and patented unique media options for buses and jeepneys to enable advertisers communicate brand message effectively to their target market.

In 2012, the company was recognized by the Outdoor Advertising Association of the Philippines (OAAP) as Best in Printing (Best in Out-of-Home) Awardee. To date, the company serves as a good standing associate member of OAAP and an active member of the Philippine Marketing Association (PMA).





Transit Ads

Conquer major roads and streets of areas vital to your campaign and deliver your message with style using these transit ad options.



Bus Rear and Sides

Get massive attention on major thoroughfares of Metro Manila and in the Regions with these large roving prints on the road.

-  High visibility
-  High viewership
-  Roaming

Description

Large prints on bus exteriors using outdoor stickers.

Viewers

Millions of commuters, motorists, working people, and locals along bus routes.

Depending on the route, buses reach key areas in the Greater Manila Area such as Makati City, Quezon City, San Juan, Manila, Pasig City, Mandaluyong, Pasay City, Valenzuela City, Malabon, Caloocan City, Parañaque City, Laguna, Muntinlupa, Cavite, Bulacan, Pampanga, Rizal.

Buses pass by major highways such as EDSA, Ayala Ave., Ortigas Avenue, Commonwealth, Quirino Avenue, Quezon Avenue, España Ave, Taft Avenue, Mac Arthur Highway, NLEX, SLEX.

Bus Rear Dimensions

5 (H) x 8 (W) feet

Bus Side Dimensions

5 (H) x 8 (W) feet

Market

General public

Key Areas Reached

Central Business Districts, Malls, Schools, Offices, Terminals, Train Stations, Hospitals, Parks, Government offices, and other significant public places.

Available in routes along Greater Manila Area, provinces, and key cities in the regions.





Basahero™ Bus Seat Ads

Engage the commuting public for a long time with face-to-face media placement on bus seats.

Description

High resolution laminated C2S print inserts within clear protective seat covers.

Viewers

21,000 – 25,000 passengers per bus per month composed of working people, students, travellers.

Depending on the route, buses reach key areas in the Greater Manila Area such as Makati City, Quezon City, San Juan, Manila, Pasig City, Mandaluyong, Pasay City, Valenzuela City, Malabon, Caloocan City, Parañaque City, Laguna, Muntinlupa, Cavite, Bulacan, Pampanga, Rizal.

Buses pass by major highways such as EDSA, Ayala Ave., Ortigas Ave., Commonwealth Ave., Quirino Ave., Quezon Ave., España Ave., Taft Ave., Mac Arthur Highway, NLEX, SLEX.



High message recall



Stationary ad and viewers



33 minutes ad exposure time



Eye-level viewing



Multiple ad materials per bus



Roaming



88% approval rate*

Ad Dimensions

7 (H) x 11 (W) inches

Market

General public in specific areas

Key Areas Reached

Central Business Districts, Malls, Schools, Offices, Terminals, Train Stations, Hospitals, Parks, Government offices, and other significant public places.

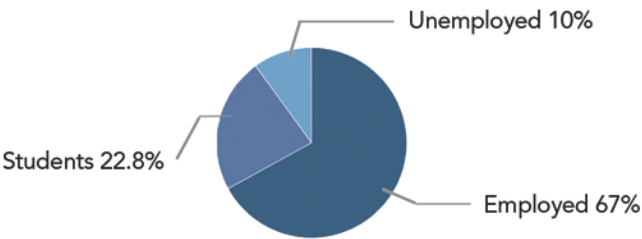
Available in routes along Greater Manila Area, provinces, and key cities in the regions.

*Based on a study of 571 passengers

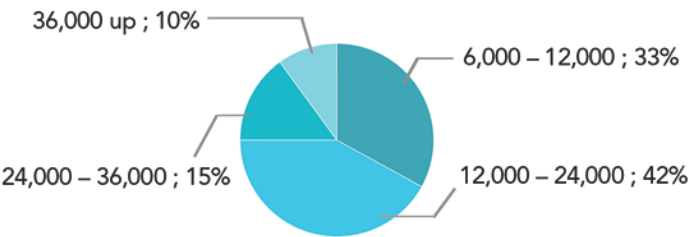


Profile of Bus Passengers in Metro Manila

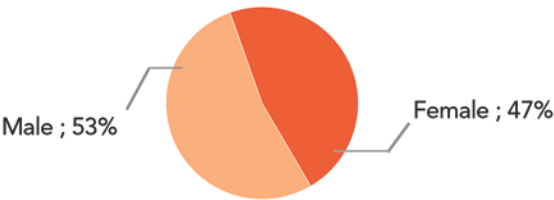
Employment



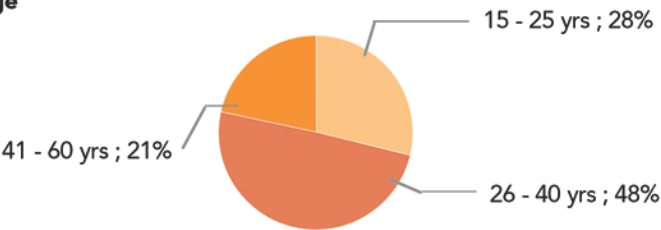
Income



Gender



Age





Jeepney top ads (JTA)

Saturate key areas with your brand message through these roving banners on jeepney tops.



Targeted areas



High visibility



High viewership



Roaming

Description

Outdoor tarpaulin on metal frames fixed on top of jeepney roofs.

Viewers

Thousands of commuters composed mostly of working people, students, and travellers.

Ad Dimensions

2 (H) x 8 (W) feet

Market

Broad C

Key Areas Reached

Central Business Districts, Malls, Schools, Offices, Terminals, Train Stations, Hospitals, Parks, Residential areas, and Government offices.





Available in routes along Greater Manila Area, provinces, and key cities in the regions.





Jeepney Interior Posters (JIP)

Maximize passengers' idle time and receptiveness to advertisements while in transit.

-  Repetitive exposure
-  High resolution prints
-  Long ad exposure
-  Roaming

Description

High resolution laminated C2S prints inside poster frame with metal backing.

Viewers

6,000 – 9000 commuters per jeep per month composed mostly of working people, students, and travellers.

Depending on the route, jeepneys reach key areas in the Greater Manila Area such as Makati City, Quezon City, San Juan, Manila, Pasig City, Mandaluyong, Pasay City, Valenzuela City, Malabon, Caloocan City, Parañaque City, Laguna, Muntinlupa, Cavite, Bulacan, Pampanga, Rizal.

Ad Dimensions

2 (H) x 8 (W) feet

Market

Broad C, D, E

Key Areas Reached

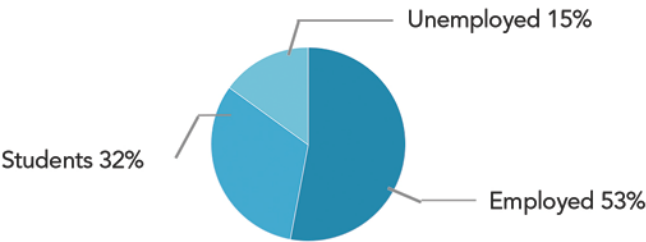
Central Business Districts, Malls, Schools, Offices, Terminals, Train Stations, Hospitals, Parks, Residential areas, and Government offices.

Available in routes along Greater Manila Area, provinces, and key cities in the regions.

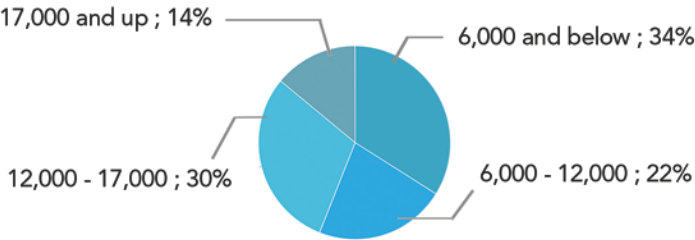


Profile of Jeepney Passengers in Metro Manila

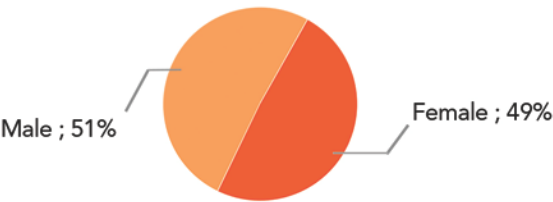
Employment



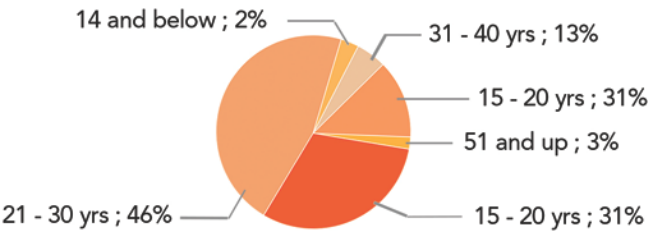
Income



Gender



Age





Taxi Rear Ads

Be visible day and night at key establishments and streets in different metropolitan areas around the country.



Wide coverage



High viewership



Visible 24/7 thru night illumination



Roaming



Repetitive exposure

Description

Printed LED lightboxes on taxi rears.

Viewers

Millions of commuters, motorists, working people, and locals in metropolitan areas.

Available in routes along Greater Manila Area, Cebu, Iloilo, Bacolod.

Ad Dimensions

21 (H) x 34 (W) inches

Market

General Public

Key Areas Reached

Central Business Districts, Malls, Residential areas, Airports, Hotels and Casinos, and Major Sporting and Musical Events.

Available in routes along Greater Manila Area, provinces, and key cities in the regions.





Train Ads



LRT 2 Wrap

Draw tremendous attention from commuters and locals between Santolan, Marikina and Recto in Manila with these huge printed trains.

-  Attention grabber
-  High viewership
-  13.8 km train track presence
-  Inter city route
-  Repetitive exposure

Description

Mix of solid and perforated outdoor stickers on entire train bodies.

Viewers

Millions of commuters, motorists, and locals along LRT 2 track.
4.9M – 5.5M passengers per month mostly students and working people (foot traffic data from LRTA).

Visible from Marikina City, Quezon City, San Juan City, Manila.

Market

General Public

Stations

Santolan, Katipunan, Anonas, Cubao, Betty Go Belmonte, Gilmore, J. Ruiz, V. Mapa, Pureza, Legarda, Recto





LRT2 Handrail Inserts

Utilize your brand message as travel companion of millions of train users.



High resolution prints



Long ad exposure



Repetitive exposure

Description

High resolution prints inserted in handrail extensions.

Viewers

More than 700,000 – 800,000 passengers per train per month mostly students and working people.

Visible from Marikina City, Quezon City, San Juan City, Manila.

Ad Dimensions

8.4 (H) x 16.8 (W) cm

Market

Broad C with high student concentration

Stations

Santolan, Katipunan, Anonas, Cubao, Betty Go Belmonte, Gilmore, J. Ruiz, V. Mapa, Pureza, Legarda, Recto





LRT2 Train Inserts (Tube Cards)

Dominate train interiors with your brand presence with these wide prints inside train coaches.

-  High resolution prints
-  Long ad exposure
-  Repetitive exposure
-  Playable executions

Description

High resolution prints on Sintra boards inserted overhead train interior walls.

Viewers

More than 700,000 – 800,000 passengers per train per month mostly students and working people.

Visible from Marikina City, Quezon City, San Juan City, Manila.

Ad Dimensions

7.5 (H) x 27.1 (W) inches

Market

Broad C with high student concentration

Stations




Santolan, Katipunan, Anonas, Cubao, Betty Go Belmonte, Gilmore, J. Ruiz, V. Mapa, Pureza, Legarda, Recto





LRT2 Ticket Booth Wrap

Be visible in key train stations with these big prints on ticket counters.

-  High visibility inside key train stations
-  Long ad exposure
-  Repetitive exposure

Description

Printed outdoor stickers on ticket booths.

Viewers

More than 1,000,000 – 1,500,000 passengers and passers by in key train stations mostly students and working people.

Visible from Marikina City, Quezon City, San Juan City, Manila.

Ad Dimensions

8 (H) x 12 (L) x 7 (W) feet

Market

Broad C

Stations

Santolan (Marikina), Anonas (QC), Legarda (Manila), and Recto.





LRT 2 Station Bulletin Ads

Create impact with these wide reminder spots in key LRT2 stations.



High visibility inside key train stations



Long ad exposure



Repetitive exposure

Description

Printed outdoor stickers over station bulletins.

Viewers

More than 1,000,000 – 1,500,000 passengers and passers by in key train stations mostly students and working people.

Ad Dimensions

2 (H) x 12 (W) feet

Market

Broad C

Stations

Santolan (Marikina), Anonas (QC), Legarda (Manila), and Recto.





LRT 2 Standees

Play and get creative with these customizeable standees inside train stations.



Playful situational executions



Long ad exposure



Repetitive exposure

Description

Printed outdoor stickers on sintra board standees.

Viewers

More than 1,000,000 – 1,500,000 passengers and passers by in key train stations mostly students and working people.

Ad Dimensions

6 (H) x 3 (W) feet

Market

Broad C

Stations

Santolan (Marikina), Anonas (QC), Legarda (Manila), and Recto.





LRT2 Mini Billboard Santolan Station

Welcome commuters with your brand message with this large print space along the stairs of Santolan station.



Playful situational executions



Long ad exposure



Repetitive exposure

Description

Printed Blackout tarpaulin on mini billboard frame along Santolan station stairs.

Viewers

More than 1,000,000 – 1,500,000 passengers and passers by in Santolan station mostly students and working people.

Ad Dimensions

5 (H) x 10 (W) feet

Market

Broad C

Stations

Santolan (Marikina)





LRT2 Mini Billboard Marcos Highway

Be visible to millions of commuters and motorists passing along Marcos highway with this expanded mini billboard outside Santolan Station.

-  High visibility
-  High viewership
-  Playful situational executions
-  Long stretch of ad space

Description

Printed Blackout tarpaulin on mini billboard frames on top of LRT2 Santolan station vendors.

Viewers

Millions of passengers and motorists passing by Santolan Station along Marcos highway.

Ad Dimensions

5 (H) x 11 (W) feet

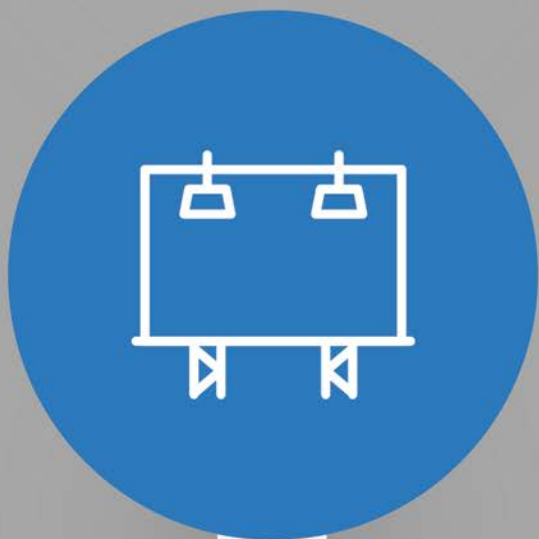
Market

Broad C

Stations

Outside Santolan Station along Marcos Highway (Marikina).










Billboards



Billboards

Make a landmark with your brand and command immense presence in key areas around the country with these large format ad spaces.

-  High visibility
-  High viewership
-  High presence in relevant places
-  Visible day & night
-  Repetitive exposure

Description

Printed Blackout tarpaulin on billboard frames.

Viewers

Millions of passengers, motorists, locals and passers by along billboard spots.

Ad Dimensions

Upon request

Market

General public

Available in

Baguio, NLEX, Metro Manila, Bacolod, Iloilo, Cebu, Davao, Gensan, Sultan Kudarat



Printing Services



Printing Services

Optimize your brand efforts and make meaningful creative work alive with our printing solutions.

- Outdoor Stickers
- Frosted Glass
- Sticker on Sintra Board
- Standees
- Acrylic Frames
- Tarpaulin
- Letterheads
- Portfolio
- Calendars
- Other Printed Collaterals and Ambient Materials



List of Clients

Stream Global Services, Smart Communications, Unilab, SYKES, IPI, McDonalds, Stellar, Startek, Ritemed, Sitel, Platinum, Yes FM, Diatabs, Globe, Greenwich, Dizitab, iPlus, IBEX, Transcom, Western Union, Sun Cellular, Manila Bulletin, Torre Lorenzo, Neozep, TPG, Results, Bear Brand, Toyota, AECC, Tara Theft and Alarm App, SpeedyCourse, SPI Global, AFNI Philippines, UCC Coffee, Office of the Presidential Adviser on the Peace Process, Philippine National Police



Contact Us



02 – 932 3880



02 – 952 0674



info@buzzdriversmedia.com



www.buzzdriversmedia.com



6D Leonora St., Ramax Subd., Brgy. Pasong Tamo, QC

