

moonmedia  
www.moonmedia.com.kh



moonmedia

# [COMPANYPROFILE]



www.moonmedia.com.kh





## CONTACT

Canadia Tower, 17th Floor, #315  
Ang Duong St. (cnr of Monivong Blvd.)  
Phnom Penh, Kingdom of Cambodia

t. (+855) 23 302 333 f. (+855) 23 431 334

e. [info@moonmedia.com.kh](mailto:info@moonmedia.com.kh)

w. [www.moonmedia.com.kh](http://www.moonmedia.com.kh)

 moonmedia.com.kh

# CONTENTS

who we are	06
what is outdoor media?	07
products and solutions	09
portfolio	18
national coverage	20
our clients	21
workshop	22

# WHO WE ARE

Moon Media offers a wide range of professional advertising services designed to maximize returns on your advertising investment. Established in 2006, we provide out-of-home media and advertising solutions for top competitive brands in Cambodia such as Cellcard, Smart Mobile, metfone, Mfone, hello, Unilever, Procter & Gamble, and Maruhan Bank.

Our company strives to attain 100% customer satisfaction. From our corporate headquarters in Canadia Tower, to our massive production warehouse on the outskirts of Phnom Penh, Moon Media's team will work around the clock to ensure the highest quality standards for all of our products and services because as a partner and client, your bottom line is our bottom line.



សេវាកម្មភ្ញៀវពិសេស ស្នាមញញឹម ការព្យួរកម្រៃ យោបល់ពីអ្នកជំនាញ

023 999 010 | [www.maruhanjapanbank.com](http://www.maruhanjapanbank.com)

អគ្គលេខាធិការ វិទ្យុ៖ ទាត់ក្រុម

023 999 010

[www.maruhanjapanbank.com](http://www.maruhanjapanbank.com)



# WHAT IS **OUTDOOR** ADVERTISING?

Outdoor advertising, also known as out-of-home (OOH), is a term primarily associated with billboards, street furniture, transit displays, and other alternative media. Outdoor advertising includes all media formats specifically intended to reach consumers outside of the home.

## **WHY** ADVERTISE OUT-OF-HOME?

The effectiveness of outdoor media placement depends on three factors:

## LOCATION, LOCATION, and LOCATION

As Cambodia develops and the consumer base matures, more and more people are going outside, away from the reach of traditional media platforms like television and radio. As the economy grows, more people are spending time outside, traveling to work, visiting friends and family, and taking holidays all across Cambodia.

Mass media advertising works best when it combines a wide reach with a memorable impact. Moon Media's solutions can reach your customers wherever they go, delivering and reinforcing your brand's critical messages whenever and wherever it matters most.



# 10 REASONS

## WHY THE BEST COMPANIES GO OUTDOORS:



**WHETHER IT'S HIGH TRAFFIC AREAS, OR STRATEGIC LOCATIONS CLOSE TO YOUR POS, OUR OUTDOOR MEDIA SOLUTIONS CAN HELP DRIVE HOME MESSAGES BIG AND SMALL.**

- 1. Sight** Nothing beats the bold, beautiful images possible today whether your ad is printed on paper or vinyl using computer printing processes.
- 2. Environment** In outdoor, the medium is the message. Your message can be encased in beautiful framework, wherever you want it to be.
- 3. Eyeballs** You can't beat outdoor for sheer audience size! Even with a small showing, you can efficiently penetrate your target market!
- 4. Adaptability** The explosion of out of home media in the last 10 years means there's a customized solution to any advertiser need: size-wise and location-wise.
- 5. Speed** New technologies have enabled faster production processes and quicker posting schedules.
- 6. Position** Targets consumers geographically for better segmentation; good for retail, service, and tourism sectors.
- 7. Repetition** Repeated exposure reinforces messages in a frequent and unassuming manner.
- 8. Space** Placement can be had in less ad-congested areas compared to TV, Print, Radio, or Digital.
- 9. Synergy** Combining outdoor with other media in your advertising mix has been show to boost effectiveness for all ad spending.
- 10. Cost-effective** When compared to other media products, outdoor advertising is consistently a lower cost advertising product. Cost per Thousand (CPM) analysis proves that outdoor advertising is the most cost effective way of reaching the masses.



# PRODUCTS AND SOLUTIONS

## **HIGH-IMPACT AND COST-EFFECTIVE SOLUTIONS FOR PREMIUM BRAND EXPOSURE**

Whether you're new to the advertising market in Cambodia or a seasoned professional, our team at Moon Media can help you plan and implement a memorable outdoor advertising campaign. From traditional billboards to dramatic wallsapes, from sturdy lightboxes to improved on-premise signage for your business, Moon Media can help you understand the nuts and bolts of outdoor media so that your brand's message is seen and heard loud and clear.

# FRONT-LIT BILLBOARD



## delivering high visibility day and night

Our front-lit billboards allow for beautiful illumination of your advertising campaign day or night. Strategically located to give maximum exposure, billboards range from our medium-sized 4m x 8m to spectacular 6m x 20m proportions. We have both single-face and double-sided options to capture traffic traveling both directions at your site. With illumination provided from 6pm to 11pm, our front-lit billboard displays will help set your brand apart from the crowd.



# CHIVAS

## BACK-LIT BILLBOARD

attractive illumination around the clock for maximum exposure

Back-lit billboards are known in the industry for packing a punch. Fluorescent lighting helps to provide an attractive display for your campaign's artwork while delivering high visual impact to your key consumer targets. Use back-lit billboards to help maximize exposure for your brand, and build brand awareness 24/7 with our top and bottom illumination options.

## Trivision Displays

Trivision billboards offers you a high-impact and dynamic outdoor media solution at an extremely low cost. With trivision displays, you can advertise 3 messages in the space of just one. The secret to trivision success is in the motion and physicality. Motion will naturally attract someone's attention and get your message noticed.



# TRI-VISION BILLBOARD



# OVERHEAD PASSES

Mounted on overhead traffic rails and fly-overs, this type of outdoor exposure is usually located at busy roads and commercial areas that see heavy traffic on a day-to-day basis. Our customized solutions can range from 4m x 12m to 4m x 22m to help draw attention to your brand from the millions of people who crowd Cambodia's roads and highways on a daily basis. Whether your key target is on its way to Phnom Penh or to other locations all over the country, Moon Media can help develop the best overhead and national road signage for your brand.



SHOWCASE  
YOUR BRAND  
ON THE

# BIG SCREEN



moonmedia  
CINEMA ADVERTISING

Whatever your target market or marketing objective, Moon Media can deliver effective marketing using the latest in Phnom Penh's growing cinema technologies and movie houses. Research shows that 89% of cinema-goers watch cinema on-screen advertising. What's more, cinema advertising gets the audience's undivided attention. Whatever you want to advertise, your on-screen commercial will benefit from the unique, premium look and feel of the big screen environment - for real impact and an enhanced brand experience.



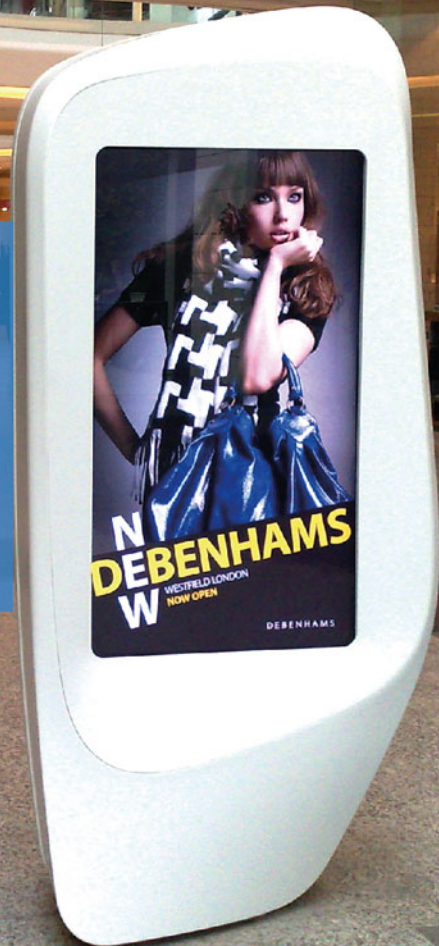
# LED DISPLAY

Bright, bold, and flexible, LED displays are the perfect high-tech advertising solution

Get onto the cutting edge of outdoor advertising with the latest in advanced LED panels and displays. Electronic billboards are high-resolution, full color and large format, providing spectacular visual and multi-media effects. Changing messages can be simple and easy. Let your creative imagination run wild as our stylish displays effectively boost your brand's image.

# RETAIL ADVERTISING

Retail advertising in Phnom Penh's malls can put your message in front of people from all walks of life as they head to these popular retail destinations for shopping and entertainment. Today's malls and retail centers are busy and upscale advertising environments full of excellent opportunities to make contact with your target audience close to your point of sale through effective call-to-action campaigns.







## OTHER SERVICES

STREET FURNITURE

PROMOTIONAL GIFTS

MEDIA PLANNING

EVENT MANAGEMENT

PRINTING (OFFSET AND INKJET)



CREATIVE  
**PORTFOLIO**  
SHOWCASING  
UNIPOLE BILLBOARDS, LIGHTBOXES  
AND OVERHEAD PASSES



# CREATIVE **PORTFOLIO**

SHOWCASING  
EVENTS, ON-PREMISE DISPLAYS  
AND STAGE PRODUCTION

# COVERAGE

Whether you're looking to reach an urban consumer base in Phnom Penh, or to target rural audiences all across Cambodia's 24 provinces, Moon Media will serve as your strategic outdoor media planning partner. In addition to our current 150+ outdoor advertising sites, our media solutions team is constantly out in the field and researching exciting new locations to provide our clients with the coverage and exposure they need.



# OUR CLIENTS





## WORKSHOP TEAM

Our friendly team of experienced technical and production professionals provides Moon Media clients with the comfort and knowledge that their projects are in the best hands and are being cared for by experts in our expansive workshop facility right outside of Phnom Penh. Among the many projects our workshop team has handled successfully include billboard and signage production, stage assembly, lightboxes, on-premise shop signs, automobile painting, and much much more.





**moonmedia**  
www.moonmedia.com.kh

Canadia Tower, 17th Floor, #315  
Ang Duong St. (cnr of Monivong Blvd.)  
Phnom Penh, Kingdom of Cambodia

t. (+855) 23 302 333 f. (+855) 23 431 334  
e. [info@moonmedia.com.kh](mailto:info@moonmedia.com.kh)  
w. [www.moonmedia.com.kh](http://www.moonmedia.com.kh)