

INNOVATIVE ADVERTISEMENT IDEAS FOR LOCAL BUSINESSMAN



The owner of the Tourist Information Vehicles, which is located in Manasquan, New Jersey, has recently come up with a unique form of vehicle advertising. Owen Brown, the owner, believes that this form of advertising can help his local community and its economy, helping to ensure that improvements are made. The Tourist Information Vehicles is known for being an innovative and unique company that uses different and unique ideas and approaches on advertising. Owen Brown feels that by using a fully colored LED sign on a moving truck, he will be able to help out the local community and its economy by advertising for different businesses. Manasquan is known for being quite a small town anyway but it has recently become a major spot for tourists, especially after it received a vote for being one of the top ten best beach spots in the entire state of New Jersey. With more tourism, it is important for these advertisements to be displayed to grasp the attention of all the locals and the visitors. During the year, there are about 6,000 people in the area but when it comes to summertime, there ends up being a total of around 40,000 people throughout the summer months. Brown has said, "This provides major opportunities for our local business and economy." While it is important to advertise in the area, it can be quite a challenge, especially for the different businesses that cannot be seen from the view provided on the beach. Brown has been a resident of the town for nearly 60 years and understands these challenges and frustrations which is why he has been coming up with different ideas and solutions to help all of the different businesses in the area. He wants to offer an affordable method of advertising for the people in the area and believes that this form of advertising is quite beneficial since driving around the streets and highways keeps the locals aware of the businesses in the area. It has not always been easy to put this idea together and it has definitely taken some time but Brown has worked hard to make this possibility become reality. After extensive planning and researching, he has finally been able to put this form of advertising into place. He found out more information about LED signs and was able to find ACD LED displays, which can be used on the moving truck to advertise for the local businesses. Brown is excited about the way that his advertising plan has started working and has even said, "I talk to so many people. They will call me up or see me in town and say 'Hey man, I saw the sign, it looks really good!'"