

COASTAL OUTDOOR



Who We Are

We are South Carolina's largest locally owned and operated outdoor advertising company. With 31 digital displays, over 800 bulletins, and a spirited staff of 21, our passion is helping businesses grow by utilizing our vast inventory and over 250 years of combined media marketing experience.

We believe in making a difference in our community by treating nonprofits, local businesses and national chains with the same respect and integrity. Whether you want to expand your client base or profit margins, need volunteers, new hires, or have fundraising goals, we have proven success across all marketing campaigns.

To put it simply...Out-of-Home works!

Our Mission & Vision



Our mission is to use our medium to change the landscape of the market. Utilizing impactful messaging & imagery in strategic locations, we want to make your brand larger than life to effectively reach the masses. Whether it's to elicit an emotion, build your brand or make a purchase, we will entice your customers to take action.

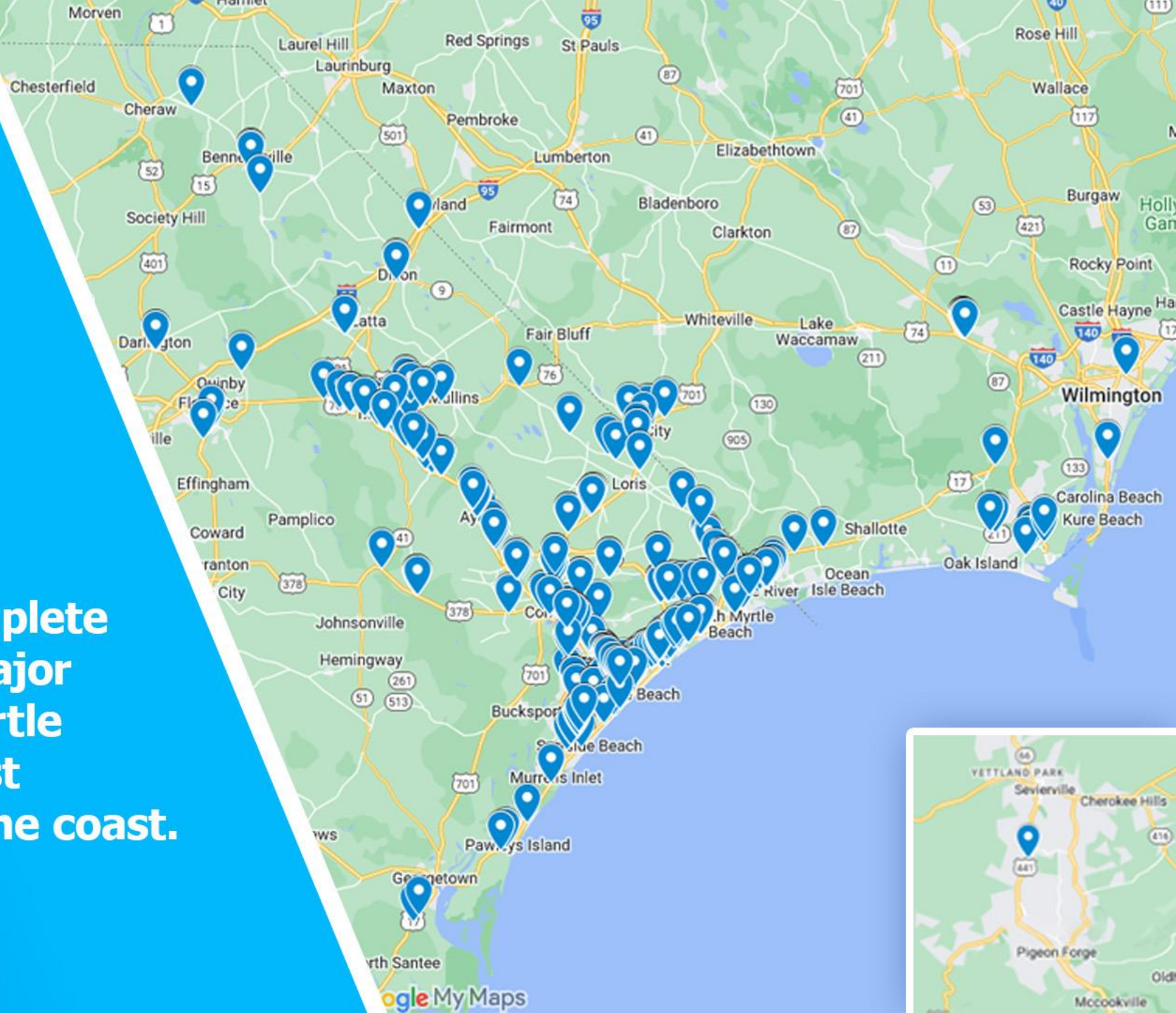


Our vision is to not only expand our Out-of-Home offerings through unique and innovative technology, but to integrate social media and other forms of digital advertising as well. We want to become your complete digital media marketing partner so you can harness the full potential of a cutting edge campaign.

**Every Out-of-home display is a blank canvas.
WHAT'S YOUR MESSAGE?**

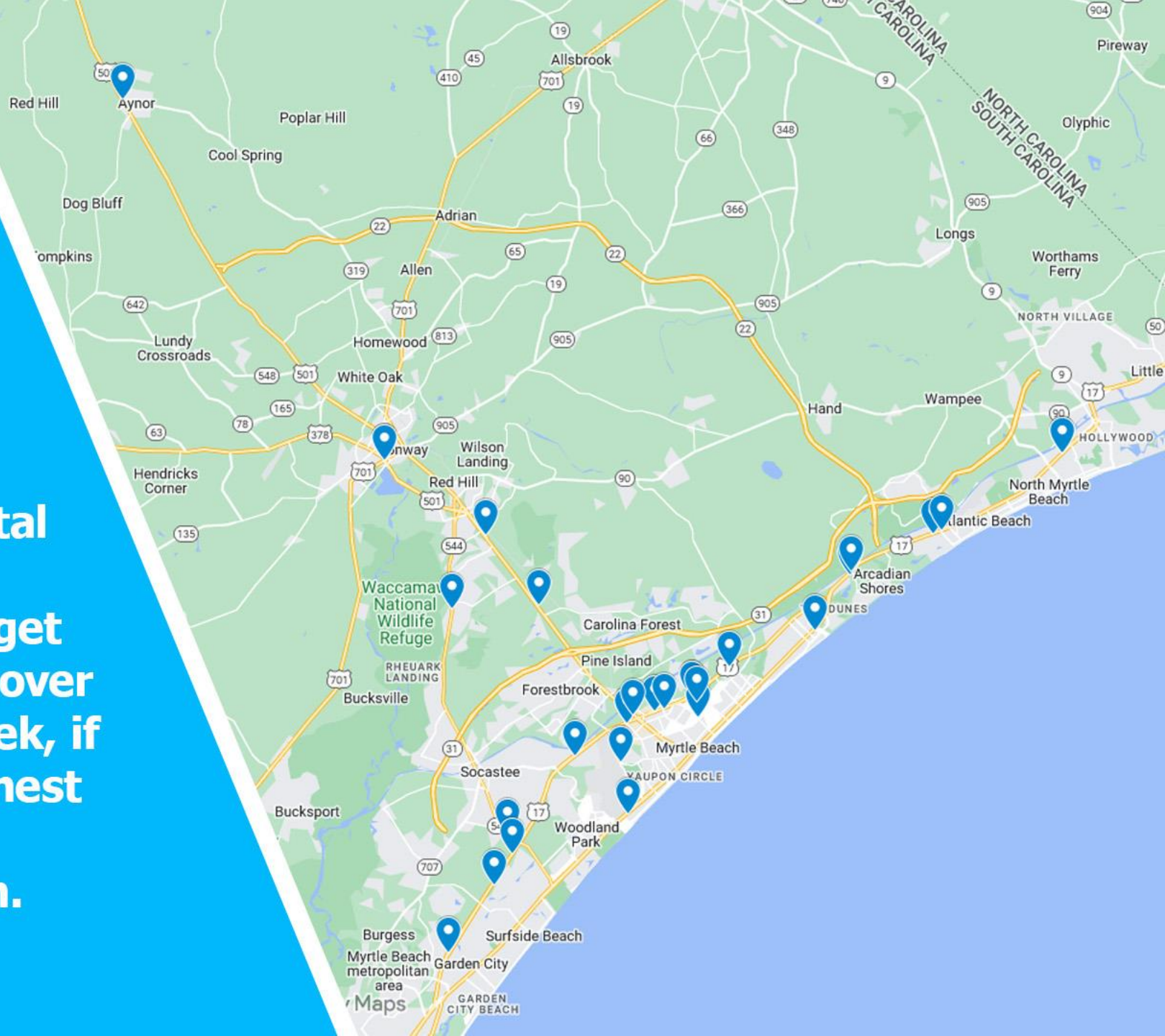
Over 800 Bulletins in the Florence/ Myrtle Beach Area

Coastal Outdoor has complete coverage along all the major arteries into & out of Myrtle Beach as well as the most dynamic displays along the coast.



31 Digital Displays along the Grand Strand!

We have the **LARGEST** digital network in Myrtle Beach, strategically located to target your specific audience. At over 4.8M impressions each week, if you want to target the highest income per capita, Coastal Outdoor is your only option.





Full Motion Video Display

Target over **12 million** consumers at South Carolina's most visited entertainment destination, Broadway at the Beach. This complex includes over 160 attractions & restaurants such as Ripley's Aquarium, WonderWorks, Hollywood Wax Museum, Hard Rock Cafe & Jimmy Buffett's Margaritaville just to name a few...

https://www.google.com/search?q=how+many+people+go+to+broadway+at+the+beach+re+write+each+sc+each+year%3F&rlz=1C1CH8D_enUS792US792&og=now+many+people+go+to+broadway+at+the+beach+re+write+each+sc+each+year%3F&gs_lcrp=EgZjaHJvbm9yeG9ARCYVodBCTE0NDgxaJbQNgGALACAA&source=chrome&ie=UTF-8

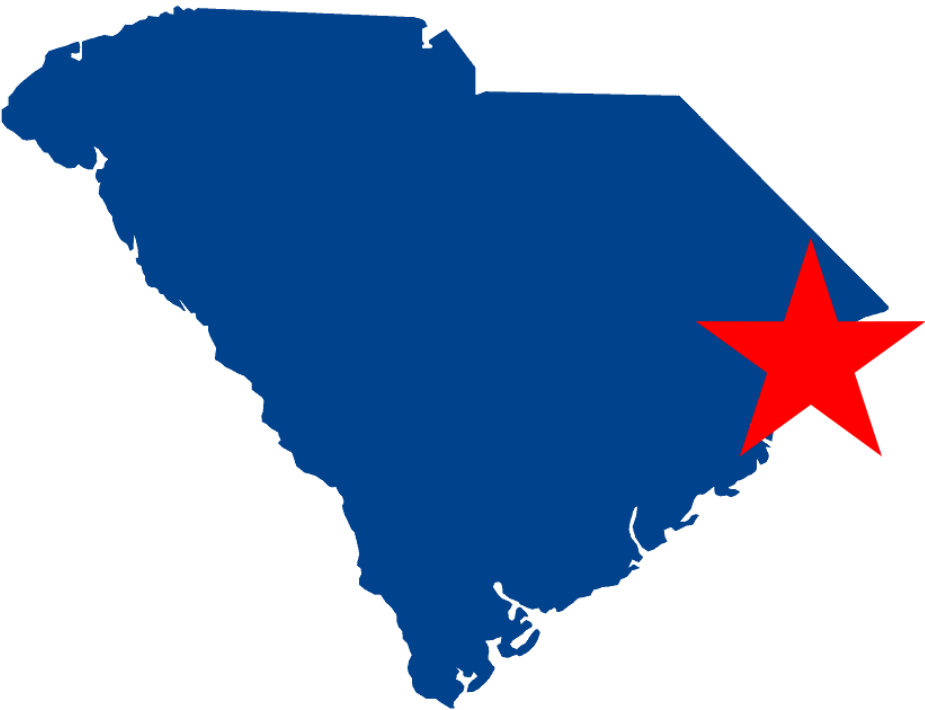
Locally Owned. Nationally Recognized.



Why Myrtle Beach?



U.S. News & World Report Ranks Myrtle Beach the #1 Fastest Growing place to live in 2023-2024



BOOKING.COM named Myrtle Beach the #1 top trending U.S. travel destination for Memorial Day weekend 2024



GOOGLE FLIGHTS ranked Myrtle Beach #2 Top Family Travel Destinations for Summer 2024, behind Turks and Caicos!

Myrtle Beach is a top 100 DMA for 2023!

According to Nielsen DMA Rankings, Myrtle Beach is a top city to help reach maximum Return on Investment (ROI) & Exposure!

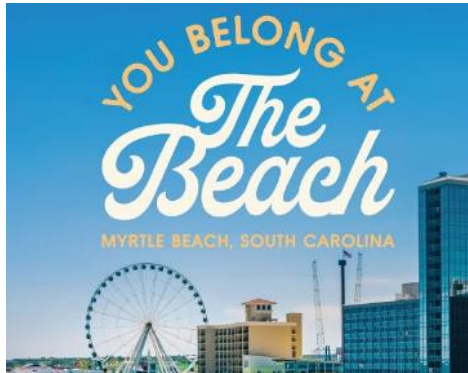


Myrtle Beach ranked #68 out of #181 in our Nation's Total Out-of-Home Ad Spend by DMA (Designated Market Area).



Myrtle Beach is 1 of the 4 markets in the Top 100 DMAs that is also in the Top 30 of Total Local Ad Spend share.

You Can Engage **16 Million** Annual Visitors!



16 million annual visitors



Over 200 outlet stores



90 championship golf courses, 35 mini golf courses



211,066 accommodation units



10 live entertainment theaters



2,000 full service restaurants



Over 20,000 campground accommodations

MYR sets record for passengers, clear skies ahead for 2024!



The number of passengers flying through Myrtle Beach International Airport soared up to nearly 3.5 million people in 2023.

MYR ranked #4 on the 10 Best Small Airports by 2023 USA Today 10 Best Readers' Choice Travel Awards

MYR is among the fastest growing airports in South Carolina!



Save Money by Minimizing Wasted Exposures!

You can now target more qualified customers due to measured and rated Out-of- Home advertising. We analyze audience location and how customers engage with Out-of-Home as they live, move, work, & play. We can break down targets by income, gender, ethnicity, spending habits & more.



Impressions measured in the Florence-Myrtle Beach DMA generates 435,000,000 Million impressions every week!



Our Digital Network measures 4.8M weekly impressions!

Why OOH?

When outdoor is added to your media plan...

Low CPM, High ROI



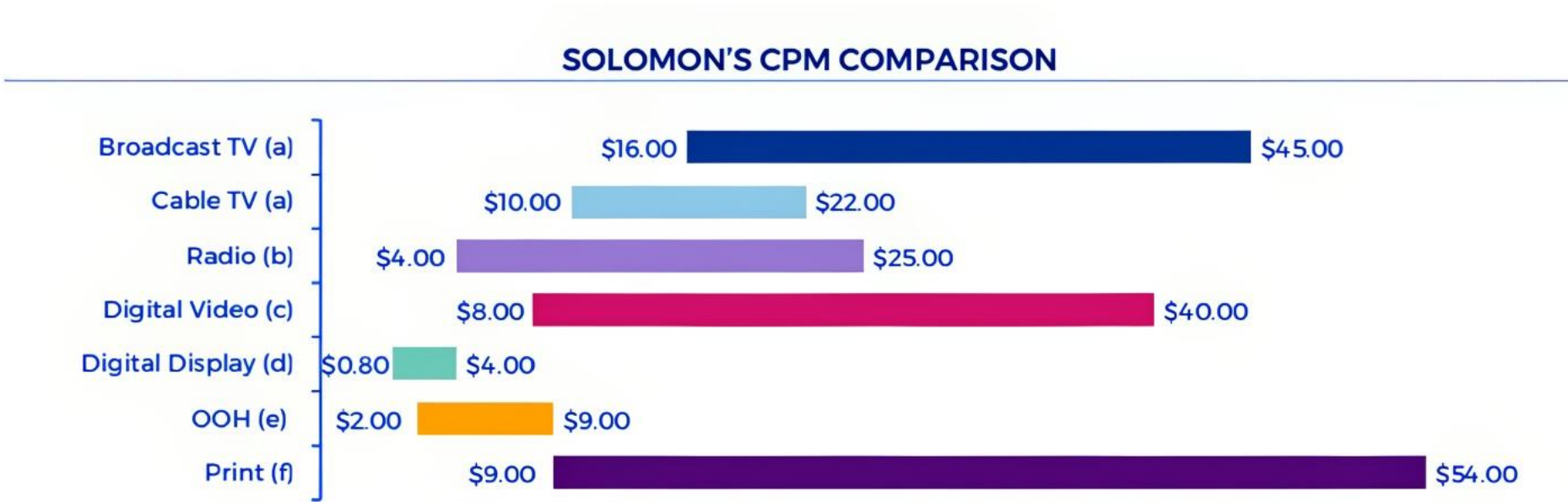
OOH advertising has the reputation of being expensive, but it actually offers the **lowest cost per thousand** impressions (CPM) of all traditional media. With an average CPM of **around \$5**, it's a steal compared to other options available.



The Return on Investment (ROI) in OOH ads also proves its value. Within the last four years, **every dollar spent on OOH advertising generates \$5.97 in product sales**—a higher ROI than radio, print and digital.

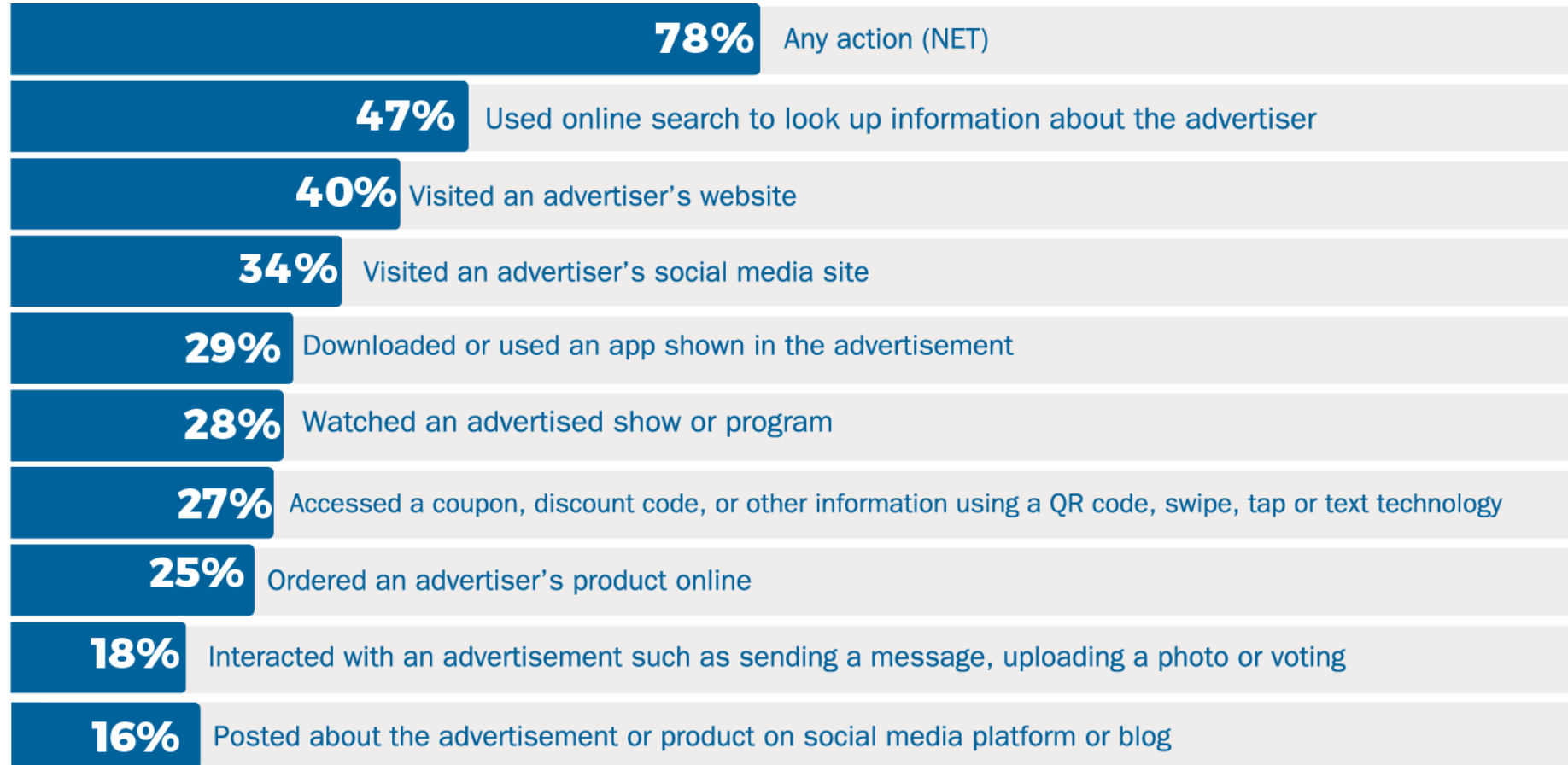


U.S. Major Media CPM Comparison Confirms Superior Value of OOH



OOH IS THE BEST BANG FOR YOUR BUCK

Digital OOH Drives Mobile Device Engagement



*Adults polled 18-64 years of age

Digital OOH Advertising is Highly Effective

**DOOH drives store traffic + impacts
consumer retail purchasing**

Among adults 18-64

30%

noticed DOOH ads providing
directions to a business

51%

who noticed directional DOOH
ads visited the business

93%

who noticed directional
DOOH ads and visited the
business made a purchase

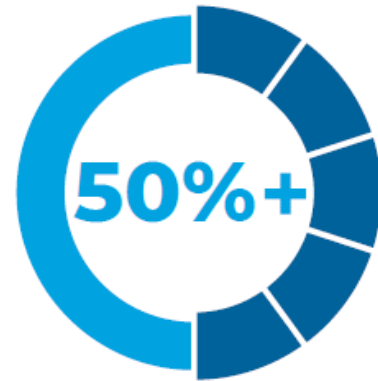
77%

noticed DOOH ads when
making purchases inside
businesses

Digital OOH Advertising is Highly Effective

DOOH ads most likely to generate consumer notice + action

Among adults 18-64



most likely to notice ads featuring cost savings at grocery stores and restaurants, or upcoming movie releases



are likely to share ad content they deem entertaining (creative, clever, humorous) or that features their favorite products or brands

Social Media + OOH = Dynamic Duo



92% of Millennials & **77%** of Gen Z say they were highly likely to make a purchase after seeing an OOH ad for a product.



One of the most powerful ways **OOH and social media intersect** is through user generated content. Consumers love sharing visually appealing ads they encounter in the real world on social media platforms. In fact, a Nielsen study discovered that **1 in 4 Americans posted an OOH ad on Instagram** and OOH drives nearly 4 times more social activations per ad dollar spent than any other media.



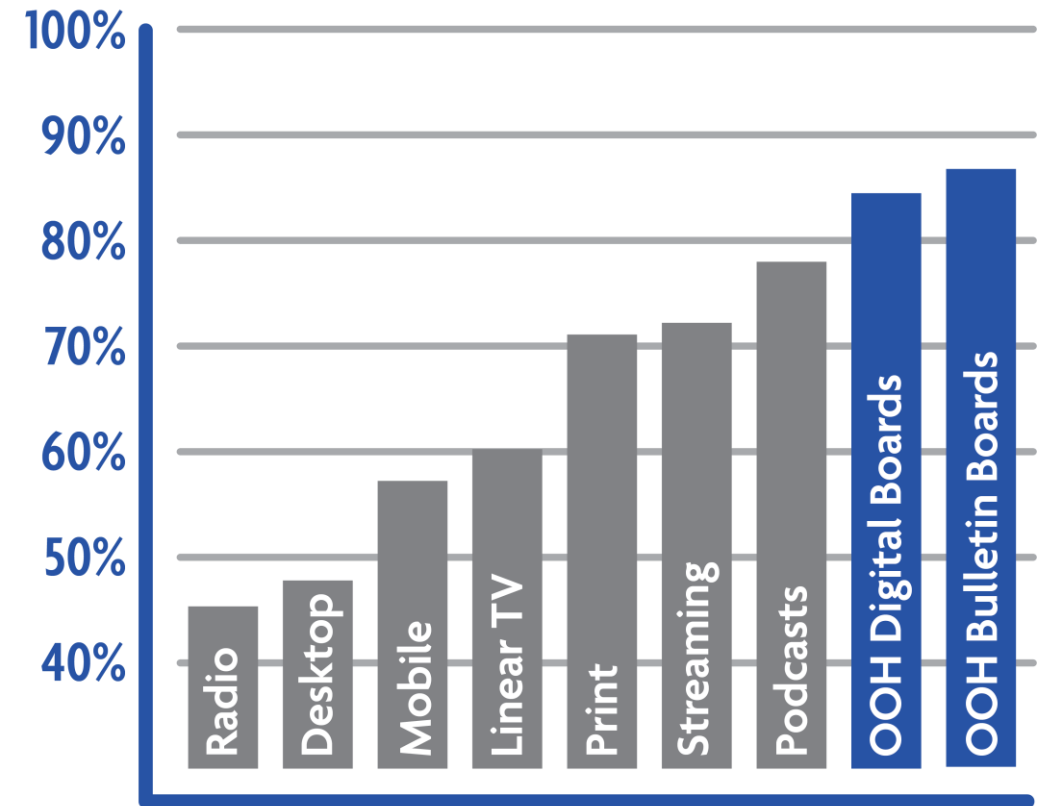
OOH Ad Notice at Record Levels Amplifying All Media Plans

OOH produces the **HIGHEST** levels of consumer recall vs other media channels.

86% Consumer recall for bulletin billboards

85% of consumers find OOH ads useful & catch consumers' attention during daily travel.

84% Consumer recall for digital billboards.



Consumer Recall By Media Type

**OOH is the only traditional media that continues to grow.
The top 10 OOH advertisers in 2023 include:**



Benefits of Digital Displays



Flexibility - Take advantage of the flexibility that digital OOH media offers. Change messages weekly, daily, or even hourly. Design with a creative strategy that tells a story or communicates numerous details using multiple design layouts.



Multiple Executions - Campaigns that use multiple executions, and a variety of display formats deliver impact and continuity that can extend the awareness of a campaign over time.



Digital Scheduling - There are no production or installation charges when utilizing digital OOH. Content uploads to digital OOH signs take minutes, so changes or updates to designs can be made quickly.



Popularity & Growth - The global digital OOH advertising market is anticipated to grow at a compound annual growth rate (CAGR) of 7.77% leading to a projected market volume of USD \$25.12 billion by 2029.



Target Audience - By positioning an OOH message in relation to specified geographic / demographic targets, the message will more accurately impact the intended audience.



Competition - Competitive influences can affect the longevity of an OOH campaign. Competitors who advertise similar product benefits or use similar design elements in a campaign will confuse a viewer. Stand out from your competition!



Digital Displays

Our digital network was built for maximum engagement, strategically located where dwell time delivers a captive audience, influencing the consumer where purchases are made.

Dynamic Content on Digital Displays

Conditional Triggers

Using data sources such as RSS feeds, we can determine which creative to feature traffic, weather & time of day.

QR Codes

We can incorporate QR codes into your design, just remember, for them to be successful, they may take up to 1/3-1/2 of creative space depending upon the billboard's location.

Live Updates

Through RSS feeds, we can update sports scores, breaking news & more.



Benefits of Bulletins

NOT JUST A GREAT BIG SLIP AND SLIDE!

- 24 hour street presence
- Big, bold existence in the market
- Ability to add extensions & embellishments
- Total market Coverage available
- Great for branding & call to action campaigns
- Target Audience – where they live, work & play
- Exclusivity of message, large size & dynamic colors



Coastal Outdoor Doesn't Just Sell Advertising Space

We are strategic partners to business owners & to our community. We strive to make businesses & organizations grow, emanate messaging that is impactful, and communicate what you have to say through Out-of-Home Advertising. **Your story is ours, and we are here to extend your outdoor voice!**

We have donated hundreds of thousands of dollars of advertising space to organizations & charities in need within Horry & Georgetown Counties & nationally. We are honored to share how our contribution has helped to fundraise, recognize & bring awareness for so many good causes. ❤️

- ❤️ Horry County Literacy Council
- ❤️ All4Paws Animal Rescue
- ❤️ Help4Kids
- ❤️ SOS Care
- ❤️ Meals On Wheels of Horry & Georgetown County
- ❤️ Boys & Girls Club of MB
- ❤️ Alzheimer's Association
- ❤️ Urgent Blood Drives
- ❤️ Relief Funds
- ❤️ Beach Ball Classic
- ❤️ Grand Strand Miracle League
- ❤️ Humane Society of North Myrtle Beach
- ❤️ Local Churches
- ❤️ Autism Awareness
- ❤️ See full list @ www.coastaloutdooradvertising.com/giving-back/

Client Testimonials



COASTAL OUTDOOR

Pudge and his team have been a dream to work with! They connected with us on a personal level and were able to help us better communicate who we are and what we do. They spent hours on SWOT analysis and research and really dug in to make sure that they got it right. The end result is a perfectly executed vision for the future. We love that our new logo honors our past while at the same time presenting a fresh, modern look representative of where we're heading. Thank you for sharing your talent, generosity and partnership with SOS Care.

Sarah Pope, SOS Care

Client Testimonials



COASTAL OUTDOOR

You guys are awesome! Everything you promised you did and on time. George in sales and the design team are first class. We launched a new phone number and a new web address and it created calls in two weeks of digital billboards. The competition took notice. The hotels in town even began calling us on a more regular basis and we definitely added new transportation partners. The "drivers wanted" ad posted for only 48 hours and we had over 25 applicants! It ran simultaneously with three other billboards, so the number of applicants was amazing! You can count on future business from us.

Tim Hart, Cabbz Here

Client Testimonials



COASTAL OUTDOOR

For its 30th Anniversary season (2017-18), the Long Bay Symphony included digital billboards in its marketing budget. Coastal Outdoor has done a great job with designing the boards. We definitely saw an increase in ticket purchases following postings of specific concerts. With the success billboards have brought us, we will continue to include them in our marketing plan!

N. Jane Williams, The Long Bay Symphony

Client Testimonials



MD ROOFING & WINDOWS

COASTAL OUTDOOR

COASTAL OUTDOOR

"I think the smartest people are those who accept that: 'You don't know what you don't know. Some things should be left to the experts.' One thing I now know is that the expert design team at Coastal Outdoors are marketing geniuses. They know marketing! We met with them initially and gave them almost no ideas or direction and they asked us to trust them. In a short time they created a unique marketing strategy for our billboard advertising. It was simple, but informative; and at the same time creative and memorable. Then they took that one step further and even brought us in, dressed us up and had a photo shoot to incorporate both owners of MD Roofing & Windows on custom built extensions on the billboard. Brilliant!"

We have already had countless people calling us about our billboard: friends, family, potential customers and even our competition. The billboard design and location is really catching people's attention. MD Roofing & Windows will be Coastal Outdoor's customers for life. If you are looking to maximize your companies exposure then trust the experts at Coastal Outdoor. They are friendly, fun and even a little crazy...but they definitely know what they are doing.

Randy Dorenbos, MD Roofing & Windows

Client Testimonials

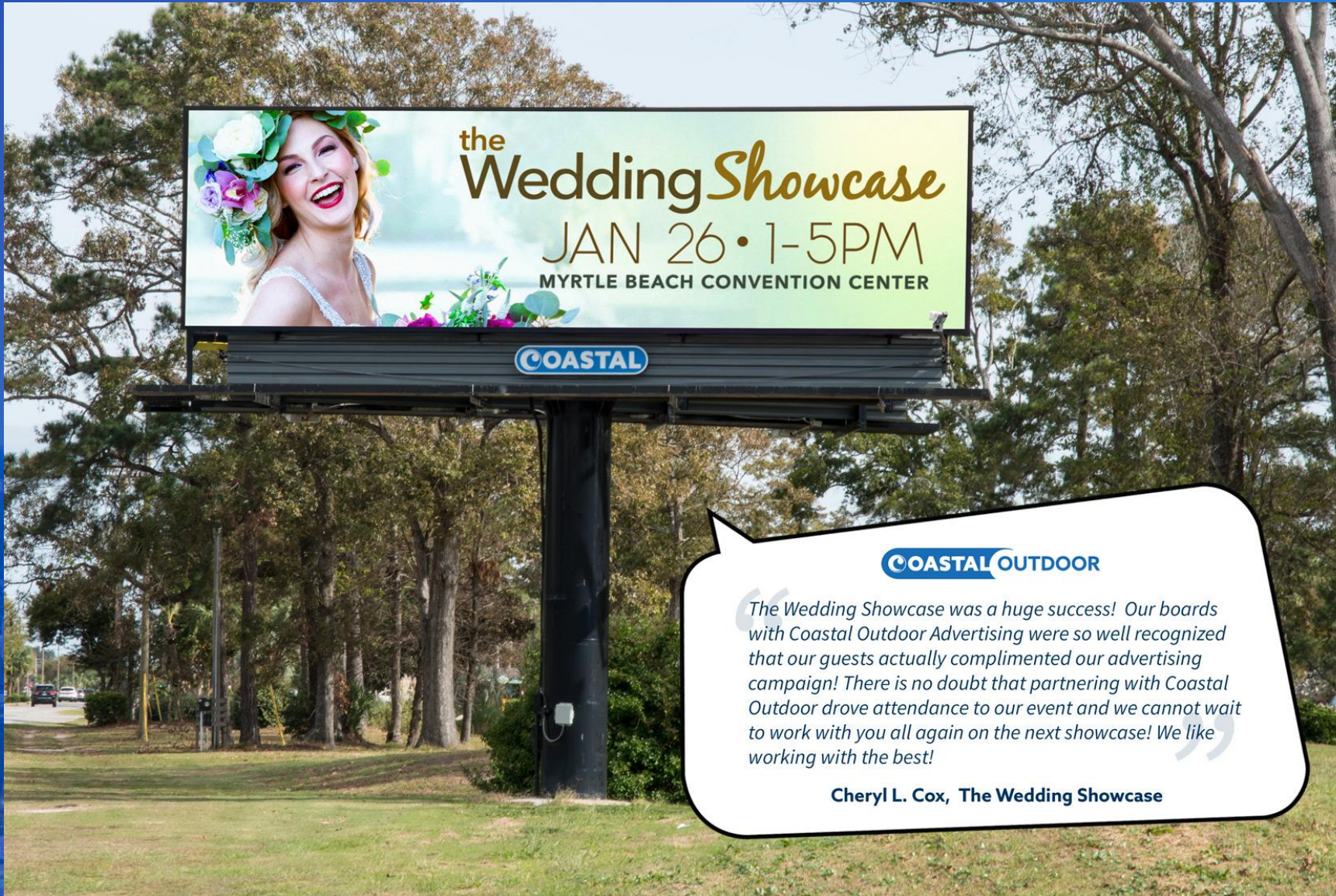


COASTAL OUTDOOR

"Joe and the entire team at Coastal Outdoor are great partners. Outdoor is a dominant part of our advertising mix and they have been a pleasure to work with throughout the years. Joe works with you to isolate billboard locations that will best fit your needs and the creative team provides input and assistance when needed. Not to mention the behind the scenes folks who handle the scheduling of all the digital billboards, installation of bulletin boards, and so much more. It's a true team effort and everyone within the Coastal Outdoor family is fantastic to work with. No matter your budget, Joe and the team at Coastal Outdoor will work to find a solution that is right for you and your business."

Kristin Call, AGM, Myrtle Beach Pelicans

Client Testimonials



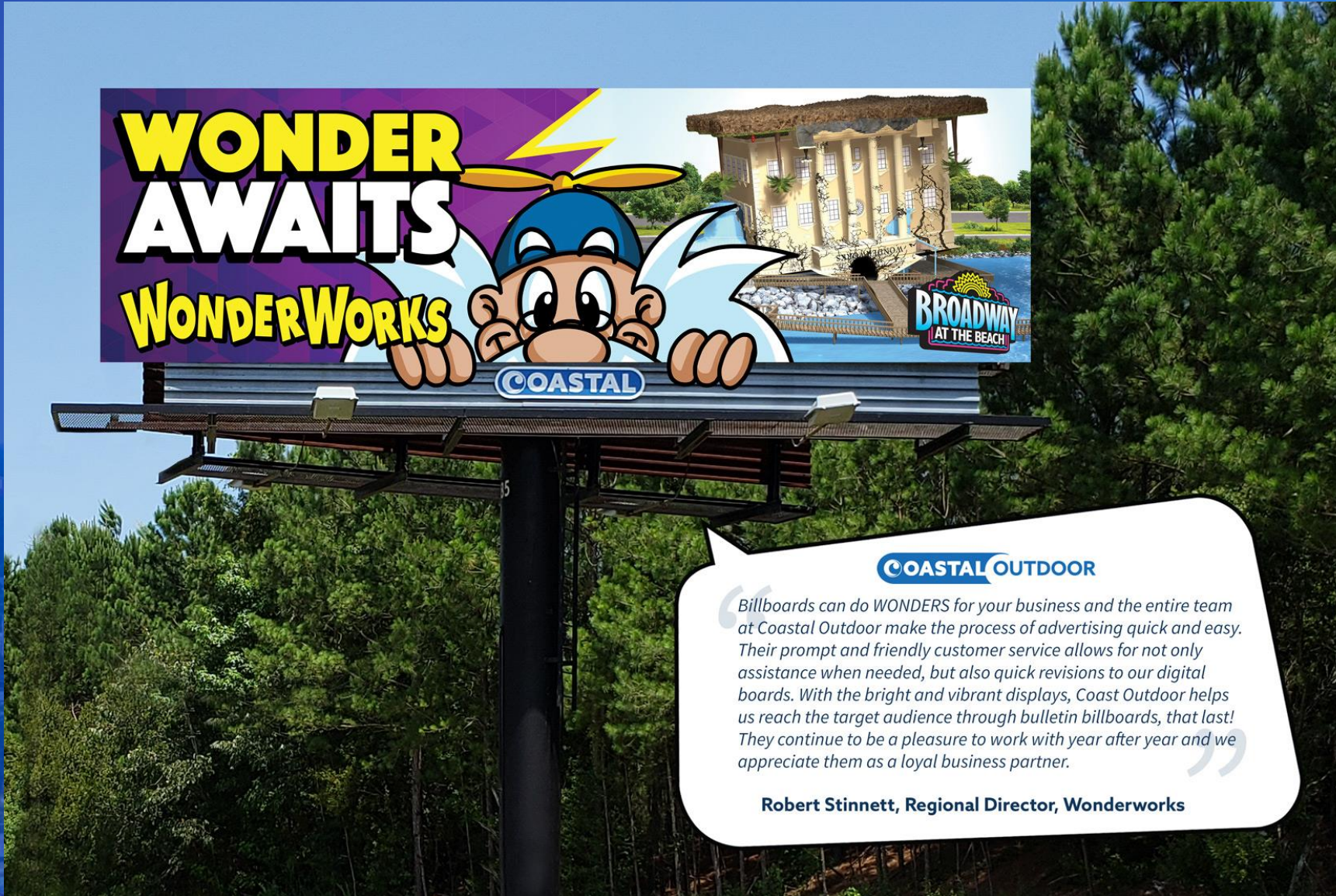
COASTAL

COASTAL OUTDOOR

The Wedding Showcase was a huge success! Our boards with Coastal Outdoor Advertising were so well recognized that our guests actually complimented our advertising campaign! There is no doubt that partnering with Coastal Outdoor drove attendance to our event and we cannot wait to work with you all again on the next showcase! We like working with the best!

Cheryl L. Cox, The Wedding Showcase

Client Testimonials



**WONDER
AWAITS
WonderWORKS**

COASTAL

**BROADWAY
AT THE BEACH**

COASTAL OUTDOOR

"Billboards can do WONDERS for your business and the entire team at Coastal Outdoor make the process of advertising quick and easy. Their prompt and friendly customer service allows for not only assistance when needed, but also quick revisions to our digital boards. With the bright and vibrant displays, Coast Outdoor helps us reach the target audience through bulletin billboards, that last! They continue to be a pleasure to work with year after year and we appreciate them as a loyal business partner."

Robert Stinnett, Regional Director, Wonderworks

Client Testimonials



COASTAL OUTDOOR

I wanted to say "thank you" for your help and support with the dine and donate for the Humane Society of NMB. Our food sales were just over \$4,000! I think that is AWESOME (especially for the first time) and we want you to know how much your support for the event means to us! All of us here at Carolina Ale House are huge animal lovers and we were all so excited the dine and donate went so well. With that said, we are hoping to book one dine and donate per month with the HSNMB. Thanks again!

Caroline & Carolina Ale House Staff

Client Testimonials



2019 Encore SB
0% APR
OR UP TO 18%
below **MSRP**

BUICK

HADWIN-WHITE

COASTAL

COASTAL OUTDOOR

I have had a long-standing business relationship with Coastal Outdoor and Joe Ellis, and I appreciate their ability to continue to evolve in their ever-changing industry so that they have the best products available to present to me to assist with our advertising efforts. Digital boards have been a great addition to our advertising strategy as the slides can be changed quickly and therefore we can promote current incentives and savings to the market. Joe is always quick to share opportunities with me, yet always respectful regarding my final decision. I trust Joe and Coastal Outdoor to watch out for our best interest and it doesn't hurt that when Joe comes by we get to discuss little SEC football!

GM Jordan Hadwin, Hadwin-White

We pride ourselves on keeping up with new marketing ideas, industry trends, and competitive intelligence. We help businesses generate customer growth and we welcome the opportunity to partner with you!

(843) 692-2334

CoastalOutdoorAdvertising.com