



**Indian Blimp  
Corporation**

**A mIND cIRCUS Innovations presentation.**



## Radio Controlled Blimp Advertising.



### Premium marketing tool:

- ✓ **Blimps** achieve the first goal of any marketing ditty: informing the people about the product in the shortest possible in a most cost-effective medium,
- ✓ Their high and vast visibility increases brand identification,
- ✓ Having achieved the first goal short and sweet, your sales soar dramatically,



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## Effectiveness of Blimp Advertising.

Global brands are continually searching for new and innovative ways to get their message across other than through 30 second TV commercials, radio and print ads.

While these traditional forms of advertising are still important, they are not as reliable as they used to be in terms of reaching the target audience.

**Increasing TV ad rates and decreasing audience ratings, new technologies such as satellite radio, together with a dramatic increase in cable channels are forcing Marketing Managers to look at moving a portion of their media budgets into more non-traditional areas, and airship advertising is a viable option.**



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## Radio Controlled Blimp Advertising.



- ✓ **High Impact** Aerial outdoor advertising is dramatic and highly visible. People are fascinated with *"things that fly."*
- ✓ It's a natural instinct to look up to see what's in the sky.
- ✓ They grab people's attention as they are going about their business.



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## Radio Controlled Blimp Advertising.



- ✓ You don't have to jostle for attention in the media clutter in print or television.
- ✓ Excellent prop during special promotions, trade shows, exhibitions, sales activities, conventions and to kick start new product launches



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## Radio Controlled Blimp Advertising.



✓ **Large Audience** People will talk about your Blimp when they see it flying over the events they attend and places where they live, work and play.



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## Radio Controlled Blimp Advertising.



- ✓ **Cost Effective** Your marketing research tells you that image and impression values make up the bottom line in the traditional advertising mediums.
- ✓ Blimps are an extremely effective tool for launching of new products
- ✓ They are easy to install anywhere



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## Radio Controlled Blimp Advertising.



- ✓ **Flexibility** Your advertising can be targeted to reach all market segments.
- ✓ Multiple messages can be seen in a single day at selected events or high traffic areas.
- ✓ **Bottom Line** There is absolutely no doubt that your Blimp will distinguish your name with impact and uniqueness.



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# Tradeshow blimps



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# Tradeshaw blimps



The 7.5 ft (2.3m) Indoor R/C Blimp is best suited for large shopping malls, large trade show halls and arenas up to 10000 seating capacity. It requires too much space to fly in small areas like within the borders of a small 10'x10' trade show booth.

Flying time is 30-40 minutes on one gondola battery, depending on the speed. We recommend a couple extra gondola batteries, especially for all day long trade shows.

This blimp is powered by two 6 inch geared propellers and uses two gears and a servo to rotate the engine shaft, allowing almost 180 degrees of rotation, 90 degrees to full down, 90 degrees to full up.

The 7.5 ft (2.3m) bag is made of 6 panels of 2 mil polyurethane (vinyl). Unlike the pleating that occurs at the seams of the smaller Mylar bags, the vinyl stretches to hide every wrinkle.



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# Arena blimps



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# Arena blimps



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# Arena blimps

The large indoor R/C blimps are designed to fly 15-25 minutes at a time before changing batteries (extra set included). Extra transmitter and gondola batteries are included along with a fast charger that will quickly charge the batteries between flights.



## SIZES

Larger Arena Blimps up to 20 ft (6m) long and custom shaped blimps are best suited to the largest buildings with seating 25,000-50,000.

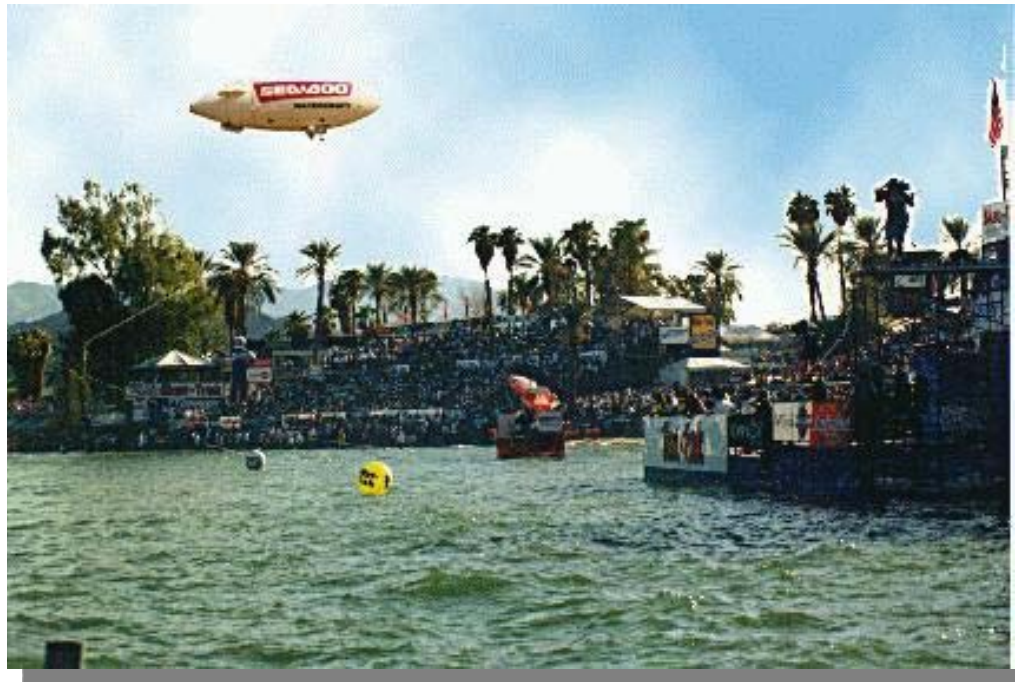
## SIGNS

We can permanently mark the blimp by applying paint or vinyl lettering and graphics or attach changeable light plastic banners. Call us with your artwork requirements for a price



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# Outdoor blimps



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# Outdoor blimps

**Mobile Airships has been manufacturing and operating Outdoor Radio Controlled Airships more than 9 years.**



**These giant airships gently cruise along overhead stealing the show at events and high traffic areas.**

**We recommend our 36 ft (11m) Outdoor R/C Airship for commercial aerial advertising.**

**It is big enough to be very reliable in the wind and yet the inflated airship can easily fit into a trailer or storage unit, saving the cost of helium.**

**The 36ft (11 m) Airship has the lifting capacity for lightweight vinyl banners and a camera for aerial video. The current model has increased performance from recent improvements including larger engines (combined 4.8 hp) and 6 bladed propellers**



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## Technical features :

- ✓ Polyester & silicone coating fabrics from 70 g/m to 500 g/m UV protection,
- ✓ Anchoring system depending on size



## Technical features :

- ✓ High-resolution decoration,
- ✓ High cap 220v blower,
- ✓ Transport bag,
- ✓ Repair kit,
- ✓ Simple installation.



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## Technical features :

### ✓ LETTERING READABILITY:

Large, block letters can be seen at great distances. When readability is the most important consideration, choose a small number of block letters on only one or two lines.

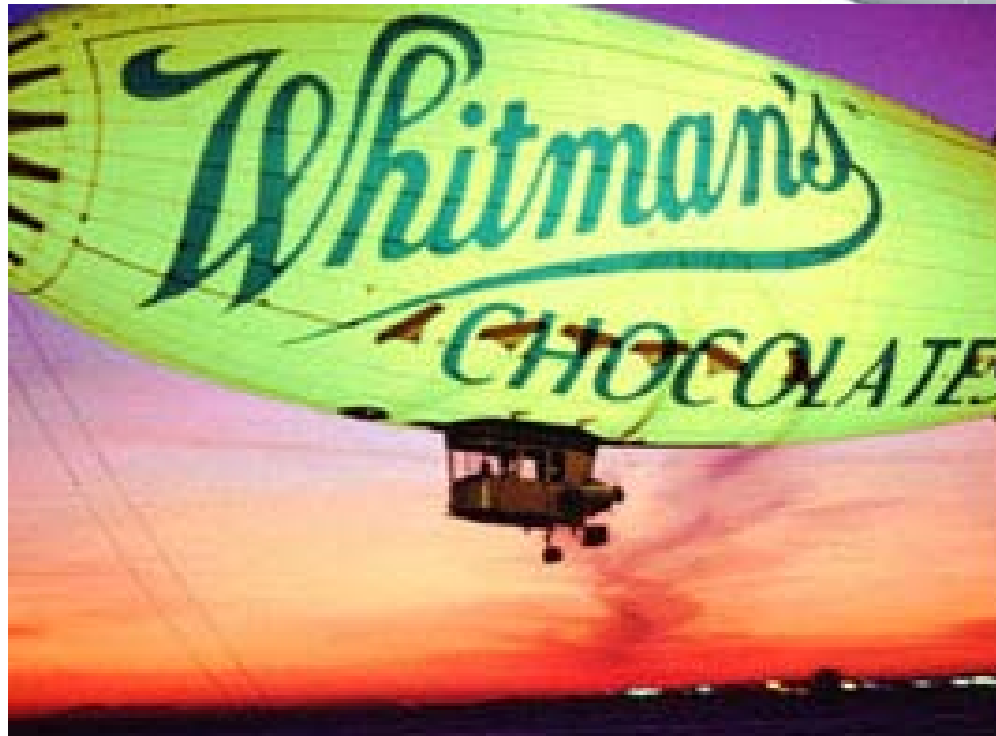
### ✓ ARTWORK READABILITY:

If your image is detailed, we will use the height of the largest letter or most recognizable detail.



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How we promote your business



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## 1. Awareness

Greatly expand consumer awareness of company name and product

## 2. Promotion

A highly efficient marketing tool for the foundation of campaigns and promotions

## 3. Image

Appreciably raise and strengthen company's image

## 4. Media Exposure

An amazing and extremely eye-catching broadcast platform for domestic and international televised sporting and other events

## 5. Public Relations

An outrageous public relations vehicle offering variety of services: from VIP flights to promotional contests offering rides

## 6. Contact

An unmatched and truly memorable way to reach millions of customers

## 7. Sponsorship Prospects

Airship with TV cameras as a part of sponsored outdoor events for national and international broadcast

## 8. Significance

Raises and consolidates company's overall market share



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- **We fly your logo, Banner or message in the face of your customers/competitors on our Air-blimps.**



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- **Our Blimps can drop your promotional material over audiences during events and promotions.**



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## **Company Image**

**Its Established that the favorable impressions of airships will be transferred to both your company and the product being promoted.**

## **Attractive Intrusive Power**

**When an airship flies overhead people are compelled to stop what they are doing and look up.**



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- **Nighttime Advertising**

**Our Blimps have internal lighting and external lights which FAA requires for night flight.**

**Our lighting system will insure your logo or message is seen as well at night.**



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**Nighttime Advertising**



## **Blimps stand out.**

- **Blimps are hard to miss and Consumers are inundated with marketing messages, spam email every day.**
- **What makes Blimp advertising work is the novelty of it and almost everyone looks up to watch the blimp the entire time it is within sight.**



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- **Airships are one of the most powerful, cost effective, ways to promote products and brands at any event.**
- **They are dynamic, they move in front of and over crowds, attracting and holding peoples attention.**
- **High Brand Recall, High Brand Awareness, with many views per thousand.**



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- **Imagination is the only limit when it comes to designing these flying billboards.**
- **We can take your company logo, custom artwork or just about anything else and turn it into an effective, eye catching advertising billboard that flies**



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**•The advertising industry has changed radically in recent years due to a number of factors such as the increased importance of corporate governance, the need for quantifiable measurement techniques, the fragmentation of media and the growth of the internet.**




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- **Global brands are continually searching for new and innovative ways to get their message across other than through 30 second TV commercials, radio and print ads.**
- **While these traditional forms of advertising are still important, they are not as reliable as they used to be in terms of reaching the target audience.**



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- **Increasing TV ad rates and decreasing audience ratings, new technologies such as TIVO and satellite radio, together with a dramatic increase in cable channels are forcing Marketing Managers to look at moving a portion of their media budgets into more non-traditional areas, and airship advertising is a viable option.**

- **The beauty of airship advertising is that it is multi-faceted.**

- **It cannot be pigeon-holed into one area of advertising.**

- **Although the advertising industry will inevitably classify airship advertising as Out Of Home, it encompasses far more than that**

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## **Outdoor aerial advertising is very dramatic and extremely visible.**

There is no other comparison. It is easy to recall an airship as it gracefully flies by. People are still fascinated with things that fly and remember seeing a blimp long after other forms of advertising have been forgotten. They are unique, they are

big and as such, they make very powerful statements.

Blimps are unusual, there are only a handful flying throughout the world. Because they are rare, they often receive more than their share of additional advertising and exposure.

When a blimp is in your area, it often shows up in the local papers, talked about on radio, and sometimes even shows up on a news broadcast on TV.

They definitely outclass all other traditional forms of advertising. They are much more than floating billboards. People talk about seeing them and that's just what we want them to do.

Imagine your company's advertising flying slowly overhead providing unparalleled exposure. Your blimp can be scheduled to show up at major outdoor events and other areas of large concentrations of people.

Radio controlled blimps or RPB, s (Remotely Piloted Blimps) are new and offer an alternative to their more expensive manned counterparts. They are much less costly to operate due to their smaller size and operational



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**RC Blimp Rental Rates**

*(36 ft WITH INTERNAL LIGHTING 8 HOUR SHIFT)*

<b>1 Day</b>	30,000 INR
<b>7 Days</b>	105,000 INR
<b>30 days</b>	300,000 INR

Our Blimps can carry two banners with one on each side.

**Signs** - per side (2 side maximum)

**RENTAL RATES INCLUDE:**

**Set-up:** 4 men on site during operation at all times

**HEIGHT:** Maximum 200' feet above ground level



**1 color**

**50 rupees per sq ft (high quality digital printing on PU)**

**Additional Color**

**20 rupees per sq ft**

**Artwork**

**By Quote**

Signs are the property of the advertiser and are re-usable. 2000 rupees /side Installation and Removal Fee if supplied by the advertiser or re-installed.



**Indian Blimp Corporation**

### **RC Blimp Rental Rates**

*(21 ft WITH INTERNAL LIGHTING 8 HOUR SHIFT)*

**1 Day** 12,000 INR

**7 Days** 42,000 INR

**30 days** 90,000 INR



Our Blimps can carry two banners with one on each side

**Signs** - per side (2 side maximum)

**RENTAL RATES INCLUDE:**

**Set-up:** 1-2 men on site during operation at all times

**HEIGHT:** Maximum 200' feet above ground level

**1 color**

**50 rupees per sq ft (high quality digital printing on PU)**

**Additional Color**

**20 rupees per sq ft**

**Artwork**

**By Quote**

Signs are the property of the advertiser and are re-usable. 2000 rupees /side Installation and Removal Fee if supplied by the advertiser or re-installed.



**Indian Blimp Corporation**

**RC Blimp Rental Rates**

*(7 ft WITH INTERNAL LIGHTING 8 HOUR SHIFT)*

<b>1 Day</b>	5,000 INR
<b>7 Days</b>	17,500 INR
<b>30 days</b>	52,500 INR

Our Blimps can carry two banners with one on each side.



**Signs** - per side (2 side maximum)

<b>1 color</b>	<b>50 rupees per sq ft (high quality PU printing)</b>
<b>Additional Color</b>	<b>20 rupees per sq ft</b>
<b>Artwork</b>	<b>By Quote</b>

**RENTAL RATES INCLUDE:**

**Set-up:** 1 technician on site during operation at all times

**HEIGHT:** Maximum 200' feet above ground

Signs are the property of the advertiser and are re-usable. 2000 rupees /side Installation and Removal Fee if supplied by the advertiser or re-installed.



# Technical features :

## FLYING THE BLIMP

We will recruit our technical person with previous radio control airplane experience ,at the specified location to fly & maintain your Blimp.

It is more economical and practical to lease one of our blimps and hire our blimp pilots.

We will provide an experienced blimp pilot, travel to/from event, local transportation, accommodation and meals for pilot, all equipment (blimp, batteries, chargers, filling regulator & hose), liability insurance, advertising signs and helium.



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