



LAUDERHILL ENLIGHTENS

ALL ABOUT THE LAHL MOBILE MARKETING



**HEALTH
EVENTS
STREET TEAM
VIDEO
CONTENT
OUTREACH**

Rolling Out Health: Lauderhill Healthy You Mobile Marketing Goes the Extra Mile for COVID-19

The Lauderhill Healthy You Mobile Marketing is a fantastic addition to the Lauderhill Healthy You campaign! Even though the daily traffic counts for some intersections may be lower than major highways and urban centers, this fabulous vehicle has got you covered!



Wrapped with eye-catching promotional information, it will grab the attention of drivers and pedestrians alike! The best part? The #LAHLMobile can travel anywhere, reaching a much wider audience than a traditional billboard ever could!

We can estimate roughly based on the Florida Department of Transportation's 2019 Traffic Volume Reports. For example, when the Lauderhill Healthy You Mobile vehicle travels on Oakland Park Blvd from State Road 7 to University Drive and back (approximately 8 miles), it passes through areas with an average daily traffic count of around 65,000 vehicles per day. Assuming the vehicle traveled for 3 hours and maintained an average speed of 25 miles per hour, it could pass by approximately 7,500 cars. Impressions that even surpass social media marketing!!!

In addition to being a mobile billboard, the Lauderhill Healthy You Mobile Marketing Vehicle comes with a promotional team passionate about promoting health

and wellness in the community. They hand out COVID-19 collateral material and promotional items, such as healthy snacks and water bottles, while engaging with the public and putting a friendly face to the Healthy You Campaign. This personal touch helps spread awareness about healthy living and creates a positive impression of the Lauderhill Healthy You brand. The promotional team members are knowledgeable, enthusiastic, and committed to making a difference in the community. With the Lauderhill Healthy You Mobile Marketing Vehicle and its promotional team, spreading the message of health and wellness has never been more fun and effective!

The impact of the Lauderhill Healthy You Mobile Marketing Vehicle and its promotional team is captured through various media, including video, photography, and drone footage. These methods allow the team to document their outreach efforts and showcase the Healthy You Campaign's positive impact on the community. With video, audiences can see the interaction between the promotional team





and the public, capturing the recipients' enthusiasm and joy. Photography captures the still moments, like the smiles and appreciation of those receiving the promotional items. Finally, drone footage provides a unique perspective of the Mobile Marketing Vehicle as it travels through the city and captures the attention of passersby. This documentation serves as a great promotional tool for the Healthy You Campaign and a record of the program's success in promoting health and wellness in the community.

Don't miss out on the chance to engage with the Lauderhill Healthy You Mobile Marketing Vehicle when it hits the community's streets! Look out for this vibrant, eye-catching vehicle to get your hands on healthy snacks, exciting giveaways, and even a chance to record a testimonial of how COVID-19 has impacted your life. That's right - this promotional team is passionate about making a difference in the community and wants to hear from you. Plus, you can even receive a vaccination or booster shot in some locations!

But the fun doesn't stop there - by tagging **#LAHLMobile** in your social media posts and reels; you can win exclusive access to events and even more giveaways. The Lauderhill Healthy You Mobile Marketing is more than just a promotional tool - it's a chance to connect with the community and spread the message of health and wellness. So keep an eye out for this fantastic vehicle, and get ready to join in on the fun and positivity that comes with the Healthy You Campaign.

Make sure to follow us on social **@LauderhillHealthyYou**. While conducting pop-ups at the City of Lauderhill's events and resident events that draw large crowds, here is the current schedule of the Lauderhill Healthy You Mobile Marketing. **#LAHLMobile**



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LAUDERHILL ENLIGHTENS - MOVING BEYOND COVID-19