

Creativity Achieves Brands

**FOCUS ON COLUMN BILLBOARD DESIGN
AND CUSTOMIZATION**



BRAND INTRODUCTION

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GOLD -- Focuses on the design and production of columnar advertisements, emphasizing artistic styling and personalized customization of outdoor advertising columns. With a cross-disciplinary team specializing in steel structure design and development, the company leverages standardized products as a foundation to provide comprehensive design support throughout the process. Through a modular design approach, GOLD employs fully integrated factory prefabrication, efficient transportation, and rapid on-site installation to bring their advertising column concepts to life. Furthermore, GOLD offers maintenance and upgrade services in the later stages, catering to the evolving demands for media enhancements from their clients.



THE ADVANTAGES OF GOLD'S COLUMN ADVERTISING BOARDS

- **Investment Cost and Benefits:**

GOLD prioritizes investment cost-effectiveness, aiming to achieve early returns with minimal initial investment. Additionally, it considers the ratio between benefits and costs, striving for a high overall benefit from a certain level of investment.

- **Uniqueness:**

GOLD seeks uniqueness and artistic flair in the exterior design, employing innovative design elements to make the advertising media stand out and capture the attention of the target audience.

- **Integration with the Environment:**

GOLD achieves seamless integration with the surroundings by selecting appropriate materials, colors, and shapes, allowing the column advertising boards to blend naturally into the environment and make the most of favorable factors in the vicinity.

- **High Quality and Durability:**

GOLD emphasizes both high quality and durability in the appearance of their column advertising boards. By choosing premium materials and employing meticulous structural design, they enhance the safety and effectiveness of the advertising boards.

STYLED COLUMN BILLBOARD

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Double-sided Column Advertising Boards are characterized by relatively simple design structures and cost-effectiveness. With the advantage of dual-sided displays, they can target different audience groups, thereby enhancing media exposure.



Triple-sided Column Advertising Boards offer high flexibility and versatility. Advertisers can choose to display different ad content on each side, catering to various promotional needs and target audiences.



Circular Column Advertising Boards, with their curved shape and circular arrangement, generate a stronger visual impact. This visual effect captures more attention and creates a lasting impression, making the advertisements more memorable.



Multi-layer Column Advertising Boards showcase multiple ad contents within limited space, boosting media exposure and intensifying the visual impact. This design attracts more attention and focus.

DOUBLE SIDED PILLAR BILLBOARD

▪ Double-sided Display

Single-column double-sided advertising boards represent the most common form of advertising communication, with a relatively widespread application.

▪ Cost-effective

The establishment, operation, and maintenance costs of single-column double-sided advertising boards are comparatively low, making them an investment with a favorable return.

▪ Enhanced Brand Image

Single-column double-sided advertising boards are often positioned along highways, expressways, and urban main roads, garnering significant attention and thus enhancing brand visibility.

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THREE SIDED PILLAR BILLBOARD

■ Multi-faceted Commercial Information Display

Triple-sided column advertising boards feature three advertising display surfaces, each facing different directions. This means that ads can be seen simultaneously by pedestrians and vehicles from multiple angles, significantly increasing the exposure and coverage area of the advertisement.

■ Flexibility and Diversity

Triple-sided column advertising boards offer high flexibility and diversity. Advertisers can choose to display different content on each side to meet various promotional needs and target audiences.

■ Optimal Space Utilization

These boards maximize the use of limited space, enabling the display of more ad content compared to other forms of advertising. This leads to enhanced advertising efficiency.

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CIRCULAR PILLAR BILLBOARD

- **Distinctive Appearance**

Circular column advertising boards provide a novel and unique appearance, which captures the audience's attention. This unconventional shape increases the ad's visibility.

- **360-Degree Display**

Circular column advertising boards achieve a 360-degree display effect, ensuring that viewers can see the content from any angle. This enhances exposure and coverage.

- **Strong Visual Impact**

Circular column advertising boards create a powerful visual impact, drawing the audience's gaze and making the advertisement more prominent and attention-grabbing.

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MULTI STORY PILLAR BILLBOARD

▪ Advertising Combination Effect

Multi-layer column advertising boards can simultaneously display multiple ad contents, enhancing exposure and effectiveness. Different visuals can be targeted for distinct audiences or products.

▪ Horizontal or Vertical Parallel Arrangement

The arrangement and combination of multiple visuals on multi-layer column advertising boards create a richer visual effect, amplifying impact and memorability, thus attracting more attention.

▪ Increased Exposure Area

Multi-layer column advertising boards showcase more ad content within limited space, expanding the exposure area, and boosting visibility and allure.

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SELECTED PRODUCTS

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Options Available: Fabric Light box, Trivision Billboard, Full-Color LED Screens, 3D Advertising.

SELECTED PRODUCTS

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THANK YOU