

How will your company benefit from having its fleet wrapped?

BIG? MYTH

Our company needs an effective way to gain visibility. A vehicle wrap is just too expensive and provides no return on the investment.



BIG! FACT

Some of the best polling/testing organizations in the world have studied and verified the effectiveness of wrapping a vehicle in advertising...aka **Vehicle Wraps!**

VAULT YOUR COMPANY AHEAD WITH NEW METHODS

As you pass by all the retail centers would you read every sign - or any at all? No. No one would. It all blurs together, doesn't it? It is ineffective visibility, nothing but clutter.

EFFECTIVENESS – YOUR MESSAGES WILL SINK IN, SALES WILL INCREASE

Now, if you were driving on a roadway and a truck directly in front of you was covered in advertising - large scale, eye grabbing, full color graphics with carefully chosen text, would you notice that? Yes! You also might be following that vehicle for many miles, which allows detail to register. 3M revealed that 96% of respondents experienced mobile advertising as more effective than traditional outdoor advertising (static billboards).¹ Field research has shown that mobile advertising generates 2.5 times more attention than a static billboard.² Furthermore, 3M published that 97% of survey respondents were able to recall specific ads they had seen on vehicles. Even more good news: 98% of the same respondents thought the ads created a positive image of the advertiser!³

“LOOK AT THAT!” – BRIEF VIEWINGS HAVE A MAJOR IMPACT

Even if a wrapped vehicle quickly passes by and is seen only from the side, a prospective customer will absorb the advertisement. Research informs us that 98% of mobile outdoor viewers have stated they have noticed truck side ads.⁴ Further evidence states, “An equal proportion of respondents first noticed the ad on the side as did first notice the ad on the back of the vehicle.”⁵

INVESTMENT POWER – REALITY VS. MYTH: MAXIMIZING YOUR AD SPENDING RETURNS

In addition, 3M found that even a single intra-city truck with graphics can generate up to 16 million visual impressions in a year.⁶ Fleet graphics offer the single most cost-effective advertising tool available with such low cost-per-thousand impressions. Not to keep picking on static signs, but the retention rate found for them is a measly 19%; retention rates for mobile advertising like ours is 97%.⁷

FLEXIBILITY – MAKING QUICK CHANGES FOR SPECIAL PROMOTIONS

Express and expand your brand’s personality and communicate your promotions with easy, rapid, and successive changes to your vehicle wraps.

GET REFLECTIVE WITH YOUR WRAP

Make your vehicle safer 24/7 by increasing visibility after the sun goes down with light-reflecting graphics that bolster the power of your spending. These night-visible images increase the number of annual impressions by 40 percent (reported in a study by the American Trucking Association).⁸



LET’S DIG EVEN DEEPER

According to the Arbitron Outdoor Study, 74% of the heaviest commuters don't watch TV news and 27% of them never read a newspaper, yet these commuters tend to make more money and have higher levels of education – characteristics of prime spenders!⁹ They are also more likely to have children, something you should think about if your products are used by families.

WHY VEHICLE WRAPS WORK SO WELL

We’re offering you the opportunity to create a virtual rolling billboard; as it closely mixes with drivers in traffic, they will by necessity pay attention. Why is this approach so particularly engaging on a personal level? Your company is confidently proclaiming what it has to offer while navigating roadways on an equal basis with prospective customers...relatable, accessible, democratic. Sales follow.

SPECIFICS – DOLLAR AMOUNTS...GIVING YOUR COMPANY AN ADVANTAGE

Media Asset-Value Comparison Advertising Medium Cost per thousand

Fleet graphics (average, annualized)**	\$0.48	\$30,000.00*
Cost of Equivalent DEC Television	\$23.70	\$1,445,700.00
Magazine	\$21.46	\$1,309,060.00
Newspaper	\$19.70	\$1,201,700.00
Prime-time television	\$18.15	\$1,107,150.00
Radio	\$7.75	\$472,750.00
Outdoor	\$3.56	\$217,160.00

*Based on 61 million Prime DEC annually; average of top 40 media markets from Media Buyers Guide

** Based on a three-month 3M study in San Francisco

Footnotes

1. 3M Graphic Market Center: Fleet and Vehicle Graphics Guide, “Taking you Places”, 3M, page 2, 2008
2. Michel, Matt. “The Best Way to Build a Contractor’s Brand”, Contracting Business, Jan 02, 2013, <http://contractingbusiness.com/residential-hvac/best-way-build-contractor-s-brand>
3. 3M Graphic Market Center: Fleet and Vehicle Graphics Guide, “Taking you Places”, 3M, page 2, 2008
4. Hubbard, Ryan, “Investment Analysis: Measuring the Value of Vehicle Wraps”, ARD Ventures, 2003
5. Robinson, Yesawich & Pepperdine Inc., (RY&P Moss)
6. 3M Graphic Market Center: Fleet and Vehicle Graphics Guide, “Street-Smart Advertising”, 3M, page 2, 2009
7. Capitol Communications Group
8. 3M Graphic Market Center: Fleet and Vehicle Graphics Guide, “Taking you Places”, 3M, page 2, 2008
9. Bouvard, Pierre and Jaqueline Noel, “The Arbitron Outdoor Study”, Arbitron Inc., 2001, page 4-5

