LIFE OF A VEHICLE GRAPHIC A DAY

The advertising and branding industries are booming with new technological advances. How will you make your mark, given the stiff competition?

THINK VEHICLE GRAPHICS!

Well, think out-of-the-box...

Is your business properly taking advantage of this marketing tool?



Your Logo

branded vehicle heads outside, its vibrant graphics make an impact.

10:30 AM

AM

As soon as your

you reach a thousand people at an average cost of around **15 CENTS.**

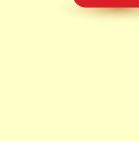
Vehicle graphics let

Equivalent costs from other advertising methods:



RADIO AD \$5.92

NEWSPAPER AD \$11.66



of 2,000 trucks or rely on a single van, vehicle graphics transform each vehicle into a cost-effective media asset, driving brand awareness, sales and business growth.

Whether you operate a fleet



Whereas a billboard

advertisement stays in one

spot, your vehicle graphic



98% of survey respondents

said that they remember ads seen on other cars.

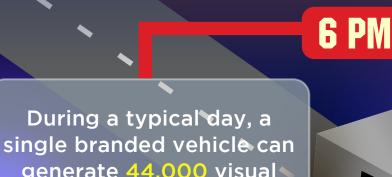


12 PM

in an expensive, color-matching paint redo; instead, simply re-wrap the affected area.

there's no need to invest







10 PM





PM



targeting drivers and vehicle passengers reach 19 out of 20 Americans.

11.15 PM

Even when parked and not in use, the vehicle continues to advertise.

Advertisements



they see.

ACCORDING TO A STUDY UNDERTAKEN BY



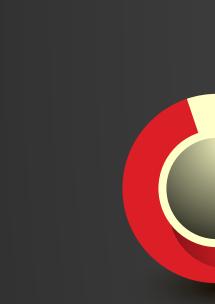
a positive brand image.

notice ads

on vehicles.

THE AMERICAN TRUCKING ASSOCIATION:





formed impressions

about a company

fleet graphics.

FIVE REASONS VEHICLE BRANDING

IS A KEY SUCCESS FACTOR

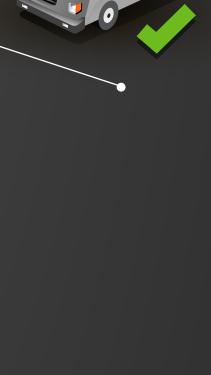
and its brand from

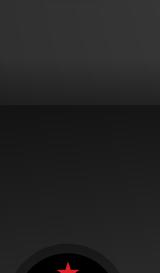


of

respondents believe

fleet graphics create





Construction

Roofing &

Guttering

Attract

better

customers





Cooling



more easily

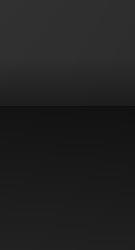


Repair

shops

Reduce

marketing



Cleaning

Landscaping

Delivery

Equipment Repair

AUG 2018 INFOGRAPHIC

Computer &

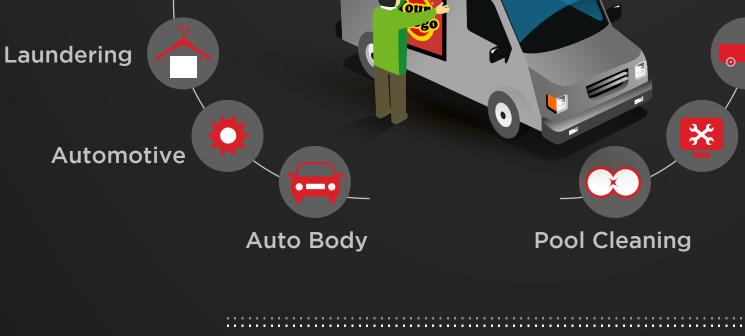
Boost the

value of your

company

人

Plumbing



For further questions about vehicle graphics, protection products and

services, contact **Signs Now today!**

Vehicle graphics are one of the most effective and efficient types of

outdoor advertising since they reach more consumers at a lower cost per

thousand views than any other form of outdoor advertising.



https://scswraps.com/vehicle-wraps/

https://www.vehiclewrapping.com/vehicle-wraps-ap/

https://www.infinitegraphics.net/independent-vehicle-wrap-study/

https://www.3m.com/3M/en_US/graphics-signage-us/wraps/

https://cityscoop.us/carync-signage/2016/02/12/check-out-these-vehicle-wrap-statistics/

Sources:

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