

A DAY IN THE

LIFE OF A VEHICLE GRAPHIC

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

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

THINK VEHICLE GRAPHICS!

Is your business properly taking advantage of this marketing tool?

9 AM

As soon as your branded vehicle heads outside, its vibrant graphics make an impact.

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

Equivalent costs from other advertising methods:

LOCAL TV SPOT	RADIO AD	NEWSPAPER AD
\$11.51	\$5.92	\$11.66

Whether you operate a fleet 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.

10:30 AM

Whereas a billboard advertisement stays in one spot, your vehicle graphic can advertise all around town, or even nationwide!

12 PM

98% of survey respondents said that they remember ads seen on other cars.

3 PM

If your vehicle is scratched, there's no need to invest in an expensive, color-matching paint redo; instead, simply re-wrap the affected area.

6 PM

During a typical day, a single branded vehicle can generate **44,000 visual impressions** (that's **16 million** a year!).

10 PM

With reflective graphic films, vehicle graphics can even glow brightly at night: An effective advertisement **24 hours** a day!

Advertisements 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.

30% of consumers make purchases based on the advertisements they see.

ACCORDING TO A STUDY UNDERTAKEN BY THE AMERICAN TRUCKING ASSOCIATION:

- 98%** of respondents believe fleet graphics create a positive brand image.
- 96%** notice ads on vehicles.
- 96%** believe vehicle wraps are more effective than billboards.
- 75%** formed impressions about a company and its brand from fleet graphics.

FIVE REASONS VEHICLE BRANDING IS A KEY SUCCESS FACTOR

- Attract **better customers**
- Command a **premium price**
- Close sales **more easily**
- Reduce **marketing costs**
- Boost the value of your company

SOME SERVICE INDUSTRIES THAT ARE ALREADY MAKING USE OF VEHICLE GRAPHICS INCLUDE:

Heating & Cooling, Plumbing, Repair shops, Cleaning, Landscaping, Delivery, Computer & Equipment Repair, Pool Cleaning, Auto Body, Automotive, Laundering, Roofing & Guttering, Construction.

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.**

For further questions about vehicle graphics, protection products and services, contact **Signs Now today!**

Sources:
<https://www.vehiclewrapping.com/vehicle-wraps-ap/>
<https://citycoop.us/carync-signage/2016/02/12/check-out-these-vehicle-wrap-statistics/>
<https://www.infinitegraphics.net/independent-vehicle-wrap-study/>
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