

# The Branding Importance Of Keeping Your Fleet On The Road

## High Visibility

Your vehicles can be among the best forms of advertising available to you. They can be seen by millions of pairs of eyes, you do not have to pay for space on a billboard, or pay for television time and hiring an actor, writer, and producer to create a television commercial. Fleet ads are not limited to a single location or to a 30-second spot that runs only a few times a day. In fact, consider these statistics, generated by the American Trucking Association that show the potential value of marketing on vehicles:

- Over 90 percent of those who were asked responded that they notice the messages on commercial vehicles.
- You receive, on average, over 100 views per vehicle per mile driven. For a truck that goes 1,000 miles in a day, that's 100,000 views.
- Over 90 percent of those surveyed reported that they remembered the ads they saw, liked them, and preferred them to billboards.
- 97% of individuals surveyed noticed the advertising on fleet vehicles and 98% felt the ad portrayed a positive image of the advertiser. On top of that, 29% of those surveyed said they would base a buying decision on those impressions.

So, what does an investment in vehicle graphics mean to you? Dan Rozzo, Corporate Specification Manager for fleet & OEM relationships with Avery Dennison® offers insight on ROI. *“With these numbers, it only makes sense to consider your trucks, vans, and cars an integral part of your branding and marketing strategy to drive awareness and sales. With the right graphics on your vehicle wraps, your campaign can pay big dividends.”*



### Keep Your Fleet on the Road

Your fleet does no good when it is parked in your warehouse. It is neither transporting goods nor carrying your advertising message around town. After developing your marketing materials, including concept, slogan, and graphics, one of your top priorities needs to be to keep your vehicles on the road.

You cannot afford to spend long periods of time dressing up a truck before sending it on its next mission. Your graphics need to be easy to apply as well as remove.

Painting your fleet is an option, however it has its disadvantages when compared to a vinyl graphic. Paint is a slower process because the truck must be taken out of service for several days for the prep work as well as the painting process which includes cure time. Once this is completed the paint is permanent and cannot be easily removed.

When brands select vinyl they can expect:

- A far quicker turnaround than truck repainting
- Creative message that can be created, printed and ready for installation while the vehicle or trailer remains in operation
- Easy to apply and easy to remove installation
- The ability for fleets to switch between different creative messages quickly and easily

### Spread Your Message the Way You Want

With easily installed and removed wraps, you can keep your graphics and messages current by switching wraps as necessary. Plus, if your truck needs to go to a different area than usual, and you feel that a different wrap would provide a more effective message, you can simply switch the wrap without hassle.

Colored vinyl and digital print film, perforated window film and specialty accent films are some of the easy-to-use options that can add character to the ads, while reflective wraps can improve on visibility and effectiveness.

Once the decision has been made to forego paint for easily-installed wraps, you'll start seeing the benefits of keeping your fleet in regular operation.

The transfer of one wrap to the other is significantly less time-consuming than waiting for paint to dry, keeping your logistics operation at maximum performance.

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