

How to Build Your Brand and Customer Base with a Fleet Vehicle Wrap



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More Than Print

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CHAPTER 1: Introduction

We've all seen them. Service vans or delivery trucks displaying stunning and graphically creative images plastered on side panels, sometimes covering the entire vehicle. Maybe you don't give it a second thought, but subconsciously you've just been exposed to the most cost effective form of advertising available. With repeated viewings, customers will remember that business, and perhaps use them someday. And the owner of the truck or van doesn't pay a fee each month for space, or have to worry about if his branding is being seen. He knows it's being seen because his fleet is traveling throughout their service area all day long, and people are calling for their business. Vehicle wraps have become more common and utilized, because the technology to create the wraps offers more options and efficiencies than ever. The result; better looking wraps with an affordable price point.

In this ebook we will explain why vehicle wraps are a great advertising and branding option, what you should look for from an installer, how to prepare to get a wrap done, and how to care for your wrap.



CHAPTER 2:

5 Reasons Why Vehicle Wraps Are A Smart Investment

Sometimes the solution for uniquely branding and promoting your company is as close as your parking lot. Your car, service van or delivery truck can be a billboard on wheels with a vehicle wrap, displaying your message in bright, vibrant colors and graphics. And the best part is you don't have to pay a monthly rate for a rolling billboard. Wrapping your vehicle is an affordable and attention-grabbing way to leave a lasting impression to potential customers.

Is wrapping your vehicle or fleet right for your business? Here's 5 reasons why vehicle graphics make sense:

1. Cost per impression.

Over the course of 6 years, a wrap will average to about \$500 per year (the cost of material and labor averaged over 6 years). If your vehicle is out and about most days (and wraps work weekends, too), you could easily get 30,000 impressions per day (the average is between 30,000 and 70,000 impressions). That's 10,950,000 impressions per year, or about \$.045 per one thousand impressions (or CPM) (in dollars and cents that is \$0.000045 per impression). Even if you only average 10,000 impressions per day, your cost per impression is only a \$.14 CPM. Compare that to what you pay for a TV ad which could be as high as a \$44 CPM, or radio at a \$20 CPM. Pretty great value for \$1.37 per day.



2. The message never sleeps.

Whether you're out on a delivery, or parked for lunch, your message is always working for you, in the neighborhood you serve. With billboards, any brand equity built up with repeated viewings goes away when the message comes down; you have to start over again when it's time to start a new campaign. Same with TV. Once the message is gone, it's out of the consumer's mind.

3. Look bigger than you are.

If you own a small business with one vehicle, the perception of your business is elevated when consumers see a wrapped vehicle. They don't know how big your company is, but a wrapped vehicle can suggest you own a fleet, and thus lend credibility.

4. Save your paint.

A wrap is a shield, protecting the paint on your vehicle from UV rays, errant rocks and minor scratches, essentially increasing the resale value of your vehicle.

5. They're stuck with you.

In these days of DVRs, streaming video and audio and email spam blockers, people are finding ways to eliminate advertising from their daily lives. But when on the road, they have to keep their eyes open, they have no choice but to see your message.



CHAPTER 3:

What To Look For When Choosing A Wrap Installer

Wrapping a vehicle is not an easy process. It requires extensive knowledge and training, and the right facility. When you are shopping for the right company to wrap your vehicle, here's some valuable questions to ask:

How long have they been around?

A startup may be just learning the business, and while the only way to gain experience is to do the work, let them work on someone else's vehicles first. The value and quality you receive from an experienced installer outweighs any discount price you get from one that is getting started or lacks experience.

What does their installation environment look like?

If it's the installer's garage, or a building until very recently was vacant looking for a tenant, chances are they are not the professionals you need to do the work. And stay away from "mobile installers". To do the job right, the conditions must be optimum for application, and being mobile can in no way guarantee that.

Do they have a portfolio of their work?

Check out their website. Is it professional? Do they have a gallery that shows previous work? Who have they done wraps for? Are those customers well-known businesses? Calling on some of these businesses for a reference and asking if you can see their wrapped vehicles is probably the best way to determine the quality of work.

How are the designs incorporated?

When checking on their previous work, how well do the designs reflect the brand of the vehicle's company? Are they aesthetically appealing, eye-catching designs? How much did the installer work with the company to develop the design?

What materials do they use?

A good installer will use either Avery, 3M, VViViD or Hexis cast film. Anything else isn't up to industry standard. And of course their printer should be state of the art.

Do they have a guarantee?

If an installer is using the right material, and prepared the vehicle correctly properly prior to application, then there's no reason that a wrap can't last for 3-5 years, depending on the environment and usage conditions. A reputable installer will stand behind his work and offer a guarantee to fix or replace any wrap damage.



CHAPTER 4:

What You Should Know Before You Wrap

To get the most out of your vehicle wrap, you should first find out what your goals are, what designs you think make the most sense in relation to your brand and what graphic designs and logos you have available for use. These will all help your installer come up with the look you want, and get the results you expect. Here's a checklist you should go through and answer before you talk to an installer:

What is your goal for your vehicle wrap?

- More website visits?
- Phone appointments or calls?
- Foot traffic to your store?

Branding Guidelines

- Do you have corporate guidelines about logo usage, brand colors, etc.?
- Will you be using a third party marketing team to provide your logos and imagery?

5- Second rule for graphic images on a vehicle wrap

- Do you have a clean, simple design?
- Vehicles traveling on the highway have about 2.5 seconds to get your message.
- Blend good marketing design and the art of the wrap to create a simple effective rolling billboard.

Brand recognition is key

- Does your design/brand message jump out?
- Display powerful brand messaging. Your company name, tagline, logo and phone and/or website address should be easily seen. Think clean and direct.
- Differentiate yourself from your competitors, if they have wrapped vehicles, what do theirs look like?

Photo usage

- Does the photo convey the brand identity?
- Use photos judiciously, and usually just for large vehicles. For instance, if you are a dog groomer, use dog photos. If you are selling hair products, use model photos. If you are a landscape company, use grass/yard photos. Use a singular, simple image.
- Does the photo connect viewers to the company?
- Would the message be clearer without a picture?
- Do you have corporate “branded” photos to utilize? For instance, photos potential customers will recognize as “you”? Or do you need stock photography images?

Less is more: (Stand out in the crowd)

- Is your graphic confusing or cluttered? Visual noise creates confusion. Clever is good, clutter is not.
- The message/visual needs to stand out, have impact, be read, absorbed and remembered.
- If potential customers have to work hard to figure out your brand messaging, it's a lost prospect.
- Make sure the message is viewable from a distance.
- What is the one primary message that you hope the viewer will take away?



CHAPTER 5: Caring For Your New Vehicle Graphics

Once you make the decision to get a wrap, or perhaps you already have one, here are some helpful tips to ensure a long life for your wrap.

Wash Regularly

Wash your dirty vehicle as soon as possible. Contaminants are difficult to remove if they stay on a graphic too long. You can typically use a bucket of water and soft cloth to get most dirt off. You can also use a non-abrasive detergent such as Meguiar's NXT Generation® Car Wash or Deep Crystal® and a soft, clean cloth or sponge.

Automated Car Washes

Touchless car washes are the only automatic car washes recommended. All others are potentially damaging to the surface of your vehicle wrap. A brush style car wash may cause the graphics to lift around the edges and will void any warranty.

Pressure-Washing

Hand washing is the preferred method for washing your wrapped vehicle. Light power washing should only be used with caution.

- Water Pressure must be under 1500 psi.
- Water Temperature must stay below 180 Degrees Fahrenheit.
- The nozzle must be held back at least 1 foot away from and perpendicular to the graphic.

Important Note: Due to the pressure of the washer, spraying at an angle can force water under the edges of the graphics and cause lifting of the material.

Difficult Contaminants

Soften difficult contaminants such as tree sap, bird droppings, or bug splatters with hot soapy water rinse thoroughly and dry with soft cloth. Always test cleaning products on an inconspicuous area to ensure there is no damage from the cleaner. We recommend Meguiar's Gold Class™ Bug and Tar Remover or 3M™ Citrus Base Cleaner, or Isopropyl alcohol (IPA) (Two parts IPA to one part water).

Never use Rough Scrubbing or Abrasive Tools which will scratch the surface of the graphics.

Fuel Spills

Wipe off immediately to avoid degrading the vinyl or the adhesion of the materials to your car.

CONCLUSION

If you have a fleet, even a fleet of one vehicle, and you don't brand your vehicles you are missing out on about 40,000 brand impressions every single day. This is the least expensive brand advertising available on the market. With advancement in design and print technology your mobile billboard will create more excitement for your brand, will last longer, and offer unique placement opportunities. With a vehicle wrap, it won't be long before people come up to you and say, "Hey, I know about you, I see your trucks everywhere!"



Let the experts at NextPage help you wrap your fleet. Call today for a free evaluation and estimate at 800-660-0108, or visit us at gonextpage.com.

