



# “the facts”

## Vehicle advertising

The most cost effective marketing tool available

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sign  
language

# “the facts”

 the average driver spends


# 1 month

in every year behind the wheel - **FACT**

 upto

# 3000 people

will see your vehicle every day - **FACT**

 the cost per 100 sightings is as low as

# 4p<sup>\*\*</sup>

(direct mail in comparison £1.94) - **FACT**



## **Visual interest - without a spraygun!**

It has been proved that having well designed and installed vinyl graphics fitted to a fleet of vehicles will certainly enhance the product and brand awareness of that business. Due to the technological developments in visual media, a white vehicle, for example can have a complete all over colour change to any colour which fits your brand identity without the hassle of spray painting. The process of vinyl wrapping works out to be extremely cost effective as it can generally be fitted to a vehicle in a day so the vehicle is back on the road working for you in next to no time. Taken a step further, the vinyl wrap can be custom designed to your particular vehicle model and digitally printed in full colour before applying the vinyl film to all contours of the vehicle. This generates significant visual interest and allows graphic effects that are impossible to obtain with a paint respray. The big advantage, apart from the stunning surface effects that can be applied to your vehicle, is the fact that when you decide to replace your fleet, the vinyl can be stripped off having protected the paintwork for perhaps three years and the vehicle reverts back to the original colour without a spraygun in sight! This means that residuals are kept low which is an important factor to keep in mind during the present economic climate when we want the best value for our money.



## **An opportunity to make the customer aware**

An average person is said to spend nearly 8.5% of his/her time travelling in a vehicle of some sort which equates to one whole month in every year. Because we drivers spend so much time on the roads of Britain we inevitably find ourselves with an uninterrupted view of a vehicle in front of us. Sometimes it can be a filthy dirty vehicle with rusty or damaged bodywork and shoddy vehicle graphics (signwriting as some still call it!) that are barely legible. What picture does the brand or product which the vehicle is advertising conjure up in your mind? The visual impact of the brand/product portrayed on the vehicle can only bring about a negative response because it does not stimulate eye appeal. This was a golden opportunity lost.....an opportunity to make the consumer aware of your brand or product. The driver following behind is able to see the vinyl graphics which advertise the brand/product/service related to the vehicle travelling in front. If the graphics are visually stimulating and the image of your brand/product is clear then the driver behind is made fully aware of your business/service.





## The statistics speak for themselves

Mobile advertising in the form of vehicle graphics and wraps is a force to be reckoned with so let's have a look at the statistics.....

- Whether its on the thousands of miles of UK road networks or congested, densely populated urban areas, vehicle branding/advertising will be seen by a potential audience of millions.
- According to research, in excess of 3000 people an hour\* will observe your vehicle graphics/advert making it a high impact medium. Due to the high volume of motorway traffic in the UK the clever use of vehicle graphics can be particularly effective and offers outstanding value for money when it comes to putting your business in the public eye, especially as roadside billboards and advertising hoardings are subject to conditions of law unlike other countries in Europe.
- Recent advertising industry prices suggest that vehicle graphics are the most cost effective advertising tool available. The table below gives a snapshot view of typical advertising methods used.

Advertising Method	Cost per hundred Impressions
Radio	£1.21
TV	£0.48
Poster Roadside	£0.12
Direct Mail (Shared Mailing)	£1.94
Newspaper Ad	£0.49
<b>Vehicle Advertising**</b>	<b>£0.04</b>

\* The final figure will depend on your route and travel times, calculated using 3M MOVIE (measurement of vehicle image effectiveness).

\*\* Data from independent 3M statistics- NB Figures based on other drivers and passengers only and exclude pedestrians

[1] Source: National Travel Survey 1999 – 2001. According to the National Travel Survey 1999 - 2001, the average person spent 22.51 minutes per day as a car or van driver, and 13.31 minutes per day as a passenger. This gives a total of 35.82 minutes per day spent travelling by car or van. Analysis of the Government's 10 year transport plan by Professor Phil Goodwin of University College London has shown that the Government's original forecasts for the 10 year transport plan would result in a reduction of 0.7% in the average time spent per mile driven. Figures based on a 37 hour working week. After factoring in the 10 year plan's predicted 17% increase in traffic levels (miles driven), this results in approximate daily travel times in 2010 of 26.14 minutes as a driver and 15.46 minutes as a passenger, totaling 41.6 minutes per day – 252.4 hours per year.

[2] Source: Department for Transport: TSGB 2007: Traffic speeds - data tables  
<http://www.statistics.gov.uk/StatBase/Product.asp?vlnk=2560&More=Y>

