

Simple graphics - Great sales uplift

Challenge – Technical Surfaces, a company fitting synthetic grass surfaces for gardens wanted to use their vehicle fleet to help generate leads. For a limited budget, the client needed a clear impact on sales, by using their 10 commercial vehicles to display advertising while on the road for 7 hours a day.

Solution – Working with their designer, three simple advertising messages were created to display on the rear of each vehicle along with normal branding on the sides to provide a cost effective solution. Furthermore, to avoid vehicle downtime, our fitters completed the task over a weekend.

Result - The simple, yet memorable ads are regularly commented on, and directly attribute to a steady stream of new enquiries, more than recouping the investment within a matter of weeks.

Comment – Henry Hutchinson Operations Manager July 2011

“Within days of the vans being sign written our operatives were getting members of the public knocking on their front doors asking about the product”.

“Operatives are often stopped in petrol stations by people asking about the product. As a direct result of the sign writing we have had to issue all operatives with samples and marketing leaflets to hand out when asked about it”.

“We generally received 2 or 3 calls a week as a direct result of the vans, it is impossible to tell how much traffic is generated on the web site. Only last week one of our vans was in Dublin, the van had only been off the ferry for 1 hour before our operatives were approached for more information regarding the product”

“With 10 vans covering half a million miles a year across the length and breadth of the UK the cost of the sign writing is an insignificant amount when balanced out over the three year life of the vehicle. The vans really stand out on the road amongst all the other white vans.”

“The quality of the graphics, the professionalism of the fitters and the general all round experience with Sign Language was excellent, I would have no hesitation using them again on other products/project.”

Henry Hutchinson
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