



An Effective Way to Communicate with Customers

Fleet advertising—where fleets of trucks or buses display advertising on the side of the vehicles—is an increasingly popular method of generating business and communicating with potential customers. This method can be highly effective as well as cost-efficient.

Driving Fleet Advertising Results

How Effective is Fleet Advertising?

A main benefit of fleet advertising is that it is noticeable and highly influential on viewers' buying decisions. Studies from the Outdoor Advertising Association of America reveal several important benefits of this type of advertising:

- > 56% of people assume a company is successful if they see fleet advertising.
- > 29% of people base their buying decision on fleet advertising.
- > Of frequent commuters—those most likely to be exposed to fleet advertising—27% don't read newspapers and 74% don't watch TV news¹. However, these commuters are important targets, as they generally have the power to make buying decisions.

These statistics reveal that fleet advertising gets people's attention and improves the odds that they will make purchases. Fleet advertisements are 15 times more effective in creating brand recognition than any other form of advertising², improving brand awareness and boosting a company's reputation.

Costs of Fleet Advertising

Fleet advertising is generally considered a cost-effective marketing method. When you advertise on television or in the newspaper, you don't have control over when, where or how the advertisement is displayed. You do have control over what advertisements are placed on your fleet and where your vehicles travel.

Fleet advertising is generally cheaper than other forms of advertising. The average cost per thousand impressions of a fleet ad is just 48 cents. In comparison, television ads are \$23.70 per thousand impressions, and newspaper ads are \$19.70 for the equivalent number of impressions³.





Part of Your Brand

There's much more to fleet advertising than installing a vehicle wrap on each company vehicle. You need to think strategically in order to advertise effectively. The design needs to be integrated with your brand. Customers remember an extraordinary amount of what they see on vehicles despite only being exposed to the ads for a few seconds. After one impression, 80% of people can remember details about the advertisement; this number jumps to 91% if the customer is exposed regularly to the ads⁴. Thus, it's important that the ads use the same colors, text and logo as the rest of your branding. Otherwise, it will confuse customers and interfere with your brand recognition.

Keep the following in mind:

- > The less ad copy the better. People only have a few seconds to see your ad, and a vehicle wrap cluttered with copy will overwhelm or confuse them.
- > Don't use generic pictures in your ad, such as an air conditioner, house or mop and broom. These pictures don't tell people who you are and what you do.
- > Make sure to have your brand, tagline, web address and phone number on your design, so people can contact you easily⁵.



Your Target Demographic

As with any type of advertising, fleet advertising success depends on connecting your advertising and your target audience. With this type of advertising, you need to think about two things:

- > Where your target audience drives.
- > Where your target audience shops

Both of these are important because of the nature of your advertising. Are you targeting people who are commuting via highway or via local roads? Don't forget that people who are commuting by train or bus may see your advertisement through the train or bus window.

Fleet advertisements come into play not only when your fleet is driving, but also when it's parked. People walking in parking lots are also exposed to the advertisements on parked vehicles--don't forget them when making your plans.⁶

Consider Creative Advertising Methods

There are many creative ways to do fleet advertising. Consider running a contest to generate interest in your fleet and business. If your fleet advertisement is distinctive – and it should be to attract attention – challenge people to take photos of your fleet and submit them to your company's social media page. If they submit the photo, they receive a discount. Not only does this encourage people to look for your advertisement specifically, but it also drives traffic to your social media pages.

References

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