

Benefits of Vehicle Wrapping

By Jennifer LeClaire



Benefits of Outdoor Media

According to a study by Arbitron, Inc., an international media and marketing research firm serving outdoor media, radio broadcasters, cable companies, advertisers and advertising agencies in the United States and Europe, because it reaches consumers missed by other media and enhances exposure of other media. Outdoor media reach consumers not exposed or only lightly exposed to newspaper and local television, for example, and are complimentary to radio campaigns.

Outdoor media also reaches the entire socio-economic spectrum of Americans, according to the study. People with heavy vehicle mileage and long commutes are more difficult to reach with both the newspaper -- almost one out of three Americans do not read a daily newspaper anyway -- and local TV news

roadcasts. On the contrary, the study showed that virtually every American (96 percent) travels in a vehicle each week as either a driver or a passenger.

So by nature, commuters are an exceptional advertising target in terms of both income and consumption habits. Thirty-five percent of heavy commuters come from households earning \$75,000+, compared to only 23 percent for the U.S. average income profile. This group is likely to be aged between 25 and 54.

Moreover, the Arbitron study concludes consumers that are reached repeatedly with a message show higher advertiser awareness, brand recall and purchase behaviour. Vehicle wrapping, then, offers advertisers an excellent opportunity to reach commuters on the highways and city streets.

“Wrapped vehicles not only place messages in front of target consumers, they also provide the opportunity for direct customer contact through coupon distribution, sampling and other promotional tactics,” notes Stephen Freitas, spokesperson for the Outdoor Advertising Association of America (OAAA).

Vehicles by the Numbers

Beyond communicating the traditional benefits of outdoor advertising, you can also cite numbers that will pique the interest of even your most frugal prospects.

“The cost of advertising over the life of the vehicle is a miniscule amount,” says Peter Bearth, director of Spectrum Media Group in Dallas, a division of J Perez Associates.

How does he know? New non-public transportation campaigns are being measured and the results will help you gauge the number of vehicles your client needs to wrap or the number of hours the vehicle must be driven in order to reach the desired audience levels in their markets. According to the Transportation Advertising Council, a division of the OAAA, vehicle advertising generates between 30,000-70,000 daily vehicular impressions.

“The vehicles are often equipped with Global Positioning Satellite tracking systems, which can provide detailed vehicle tracking information and, in some cases, audited reports necessary for monitoring the effectiveness of an advertising campaign,” says Freitas.

Driving Revenues, a vehicle-advertising firm in Washington, broke those numbers down even further and compared vehicle wrapping head-on against other forms of advertising. Here is what they found a \$20,000 investment buys:

- Vehicle signage garners about 8.4 million impressions in a 12-month period.
- Radio attracts 900,000 listeners in six weeks with 10 to 12 30-second spots.
- Value Pak offers a reach of 600,000 with 100,000 addresses per drop and your client is just one of many advertisers included in the packet.
- Direct mail reaches 20,000 names with one post card mailer.
- Seven city buses get 600,000 impressions in two months.
- Billboards get 700,000 impressions in one month.