



Why Vehicle Wraps are a Great Investment

During a down economy, one of the very first cuts a business will make is to the marketing budget. This is a shame because the brand and image of the business is so crucial to its success. Fortunately, *vehicles wraps are a fantastic low budget way to get your business' name, logo, and contact information in front of thousands of people every single day.*

The beauty of car wraps, bus wraps, truck graphics, and any other vehicle wraps, is that they are working for your business constantly. Whether the vehicle is parked next to the side of the road, outside a busy event, driving down the freeway, or simply taking you to get coffee, it is marketing your business.

You could buy billboard space, but you're only going to attract customers from that one road. You could buy ad space on television but the cost to produce, shoot, and air the ad just a few times can be astronomical. You can pay for pay per click advertising, but only the people who visit specific websites are going to see the ad, and then only a few are going to follow it to your products.

The American Trucking Association recently found that over 90% of the people they surveyed stated that they do take notice of vehicle graphics. This success rate is one that cannot be ignored. Furthermore, the Traffic Audit Bureau for Media Measurement conducted a study showing that a car wrap can generate up to 70,000 daily impressions. This means that your vehicle wrap has the potential to be seen by 70,000 people throughout the course of a day. You would have to spend hundreds of thousands in advertising dollars if you wanted to reach the same audience through print, television, or radio ads each year.

For a low one time installation price, your company can benefit from a car wraps, truck graphics, or food truck wraps, for a minimum of three years. During this time, the wraps are constantly working for your company. If you have wraps on your employee driven company cars, even when they on their day off driving about town with their families, the vehicle is still advertising for your company. Considering the very low installation and maintenance costs, and the high levels of exposure, it is no surprise that vehicle wraps are an excellent investment for any business.

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