

To invest in **7** Reasons branding your business vehicle

Have you ever noticed how many branded vehicles you pass on a daily basis? From Coke Cola, Woolworths and Pick 'n Pay to your local handyman, garden service or IT service provider.

It therefore stands to reason that there must be a good reason to brand your business vehicle. Is there really a return on investment in branding your vehicle or is it just a fancy waste of money?

Think of your car as a moving billboard. Suddenly YOUR vehicle becomes the one everyone sees on their way to work, parked at the mall or dropping kids off at school. Your branded vehicle starts to WORK FOR YOU, building brand awareness for your product or business. Branded vehicles improve visibility, increases familiarity and establishes a sense of professionalism.

A COUPLE OF THINGS TO CONSIDER BEFORE YOU BRAND

- **What is your goal?**

What are you trying to achieve? Are you trying to gain new customers, drive traffic to your website or just trying to appear more established, thereby strengthening your brand?

Your goal will determine the content, design and layout of your vehicle's graphics.

- **Content**

Some people prefer “low key” while others like to splash out. Your goal determines your content. If your company name doesn't clearly indicate what you do it is advisable that you add a short list of services. Make it obvious what you do and how you can be contacted.

- **Design**

What makes you unique? Be sure to add something to get potential customers to take action! It could be a crazy special to draw customers, a particular niche service that you provide or simply something that you excel at. Focus on that and your mobile billboard will bring you the right customers. Take into account that small or cursive lettering is hard to read and could cost you a potential client.

TYPES OF BRANDING

- **Magnetic Signage**

This is hands down the easiest and most cost effective way to brand your vehicle. That being said, it also looks far less appealing than professionally applied vinyl decals or a wrap. If your budget doesn't allow for another option, this is better than nothing.

- **Vinyl Decals** (most popular and recommended option)
This is the most popular form of branding. High performance vinyl is used and extremely striking effects can be achieved. A vast range of colours, textures and effects is available. Vinyl lasts up to 5 years, depending on exposure to elements and on how you take care of your branding. It is easy to remove and should you need to change a phone number it is quick, easy and inexpensive to do. It also does not harm the body of the car.
- **Full or Half Wrap**
If you have a bigger budget and really understand the value of your own mobile billboard, you can opt for a half or full vehicle wrap. This is a great way to promote your business and draw attention. When you choose a full wrap your designer can go to town with the graphics. There is no limit to what you can do design wise and the graphics are normally printed and laminated before being applied to your vehicle. Full wraps are also an excellent and more economical way to do a complete colour change on your vehicle. It enhances the trade in value of your vehicle, as once the wrap is removed, there is no damage, chips or fading to the paint work of your car (If the paint was in good condition to start with)

HERE ARE 7 GOOD REASONS TO CONSIDER BRANDING YOUR VEHICLE

1. You will gain brand awareness

A well-branded vehicle will stand out, grab the attention of passers-by and build recognition for your product or business. Your mobile billboard will be doing “free” advertising for you wherever you go. Viewers believe that your vehicle is on its way to deliver a product or to provide a service that they think their neighbors are using and they begin to generate positive feelings towards your company.

2. It builds credibility

More than 60% of consumers prefer to buy from a company that they have heard of. This is a sure way of becoming known as an established business. Familiarity sells and because your neighbours see you around, you become familiar to them and thus a more likely candidate for receiving their business.

3. It Increases Authority / Professionalism

Everyone knows that branding costs money. Because your vehicle is branded, it immediately creates an impression of professionalism, which in turn builds trust. Prospective clients are far more likely to trust and do business with you if your vehicle is branded.

4. It is Relatively Cheap Advertising

Consider what you would pay for a stationary billboard, a large pamphlet drop or any other medium of advertising that will give you the same kind of exposure. Vehicle graphics is still by far the best and most economical way – more clicks per hit – than any other advertising media and can last for years if you take proper care of it. There is a once off cost after which your advertising is completely free, month after month after month....

5. Repeatedly Reach a larger audience with increased visibility

People are creatures of habit. They tend to follow the same routes to work, to the mall, to schools, etc each day. Effectively branding your vehicle cashes in on this principle. Literally thousands of people will see your vehicle every day, everywhere you go.

6. Skip the red tape

When it comes erecting billboards or even building signage there is a plethora of regulations to adhere to as well as paperwork and municipality approval that you need to pay for. Your “mobile billboard” is an effective way to skip the red tape whilst effectively reaching your target market who would include other commuters who own businesses, have buying power, families, etc. Your reach has just exponentially increased!

7. Increased Security

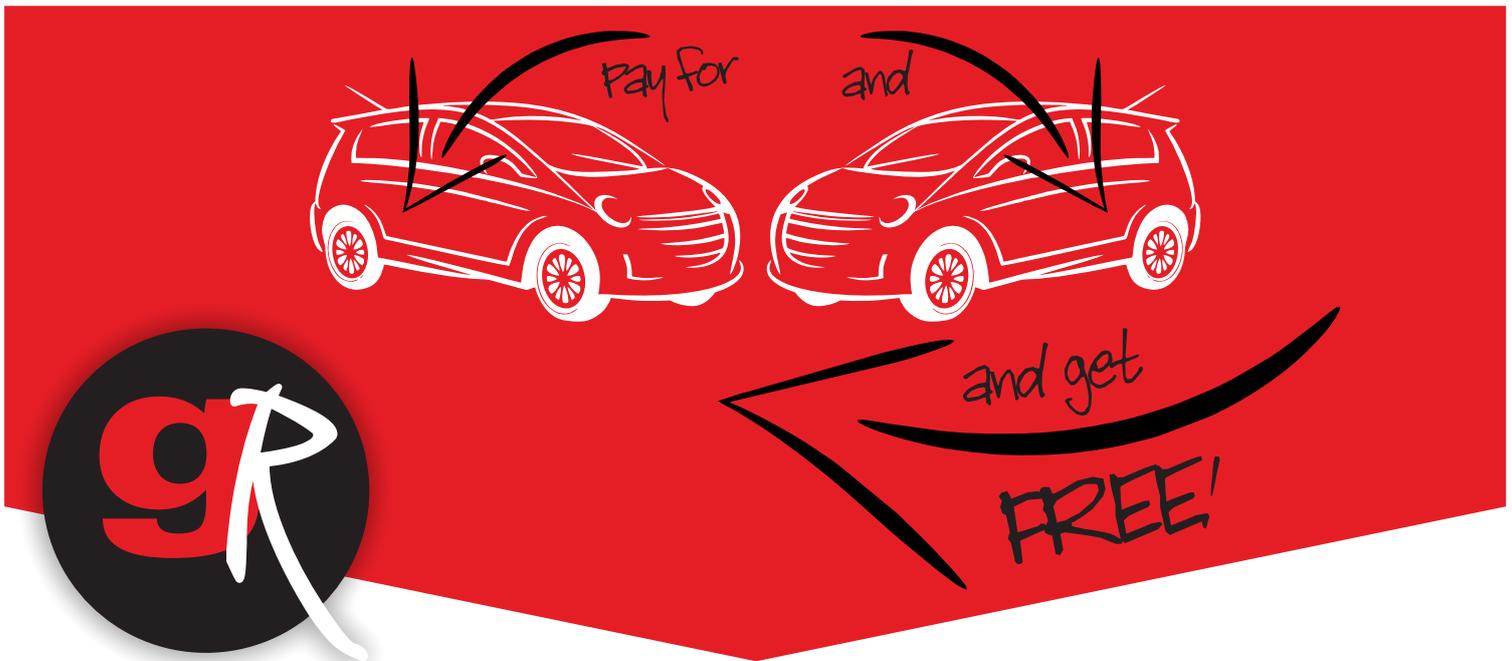
Branding makes your vehicle easily identifiable, thus acting as a deterrent for hijackers and thieves.

TIPS FOR INCREASING THE SUCCESS OF YOUR VEHICLE BRANDING

Play nice! Take care how you drive. You are driving in a mobile billboard. Don't run red lights, speed, succumb to road rage, hoot unnecessarily or swear out the window.

Don't neglect the rear. Most other road users will see you from behind. It is the part of your car with the most exposure that will be viewed for the longest periods of time. Be sure to brand the back clearly and with easy to read text.

Now, can you afford NOT to brand your car?



**Pay for branding the sides of your car
and get the **BACK BRANDED FOR FREE!****

Because you should look good from behind...

**If your car isn't branded
you're losing business!**

