

9 Reasons to use Vehicle Advertising

1 EXPERTS AGREE - Vehicle Advertising is the most cost-effective form of advertising.

2 IMPRESSIONS, IMPRESSIONS, IMPRESSIONS!

The Federal Highway Administration reports that a vehicle outfitted with an advertisement generates 23,000 impressions per day in a typical US metro, which means that a staggering 750,000 people are exposed to your advertising message each month.

3 Your Vehicle Advertisement NEVER STOPS working for you.

Vehicle Advertising works for you around the clock, every single day and night, 365 days per year, for years and years. Whether you're driving on a major highway, sitting in a drive-thru or park overnight in a corporate or residential parking lot, your Vehicle Advertisement is a non-stop marketing machine.

4 The statistics speak for themselves:

- 98% Vehicle Advertising creates a positive image for the advertiser
- 97% Remember seeing a specific Vehicle Advertisement
- 96% Notice words and pictures displayed on vehicles

5 Reach consumers when & where traditional media cannot-on the road-where they are highly attentive & receptive to advertising.

Virtually every American (96%) travels in a vehicle as either a driver or passenger each week, and Vehicle Advertising capitalizes on this by delivering dramatic, eye-catching ads that are welcome entertainment to a captive audience at a time when they are highly receptive to your message.

6 You can't turn it off, turn the page, or click to the next website.

With its eye-catching visual effect, Vehicle Advertising clearly communicates your message without the added distraction of competing TV and radio spots, direct mail pieces or print ads, all of which can be easily turned off or thrown out.

7 Cut through the clutter of traditional advertising.

The average American is exposed to an astonishing 700 advertising messages per day. In a society where consumers are overwhelmed by traditional advertising messages, the dramatic visual impact of Vehicle Advertising "cuts through the clutter" and effectively reaches our increasingly mobile, fragmented and distracted consumer population.

8 Reach every demographic imaginable.

Many people don't watch TV, listen to the radio, surf the web or open direct mail, but due to its versatile nature, every single demographic group is reached heavily with Vehicle Advertising. It reaches every ethnicity, gender, age group and income level, including those missed by other mediums.

9 Vehicle Advertising reaches your TARGET MARKET any time you want, anywhere you want.

We have to seek out traditional advertising by turning it on, picking it up at the newsstand or hitting the web. But we don't have to seek out Vehicle Advertising—it comes right to us every day while we drive to work, go shopping or run errands around town.

"If your looking for the next great place to advertise, look no further then your garage. Vehicles are being transformed into the next amazing advertising medium."

BRANDWEEK



Don't hope your target market finds your message-take it straight to 'em with Vehicle Advertising.