

Lighting Company Showcases a Premium Image with Vehicle Graphics

TouchStone Accent Lighting Raises its Visibility, Credibility Using 3M™ Graphic Films

TouchStone Accent Lighting®, Inc. uses the elegant effects of low-voltage lighting to accentuate unique aspects of homes, buildings and landscaping.

In this business, presentation is everything.

“Our vehicles are on the road every day and night right in the middle of our target demographic,” says Joel Norenberg, vice president, Sales & Marketing, TouchStone Accent Lighting. “We needed to present a high-end image in line with the premium services we provide.”

TouchStone Lighting selected 3M brand graphic film to transform its five trucks into marketing assets to deliver greater brand visibility and impact.

Powerful Marketing

In designing the fleet graphics, TouchStone Lighting turned to its existing website and literature for inspiration.

The company chose a dramatic image along with simple verbiage for its trucks. The result? Consistent messaging and imagery across all marketing tools.

That’s a powerful way to expand the reach, frequency and impact of a brand.

Tip: TouchStone Lighting has a dedicated web address and an 800 number printed on all four sides of its trucks. This allows the company to measure the effectiveness of vehicle advertising.



Greater Visibility, Credibility

For TouchStone Lighting, the premium image helps convey professionalism and adds a degree of credibility to their business.

“People stop us at customer sites and gas stations to make inquiries,” says Mark Hansen, president and owner, TouchStone Accent Lighting. “Others see our 800 number or web address and contact us for consultation.”



Mark Hansen, president and owner, TouchStone Accent Lighting, Inc.

“We have the ability to advertise our services at the job site and deliver a consistent message among the dealers and across all of our marketing tools.”





3M Fleet Graphics Solutions can transform your fleet into a cost-effective media asset, powerful enough to help drive brand awareness, sales and business growth.

A Vehicle for Growth

When TouchStone Lighting showed the fleet graphics to dealers in other regions, the majority decided to incorporate vehicle graphics into their business in some capacity.

“With 3M graphics, we have the ability to advertise our services at the job site and deliver a consistent message

among the dealers, as well as across all of our marketing tools,” says Mark Hansen.



Unbeatable Value

Study after study ranks fleet graphics as the most cost-effective and influential advertising medium available. This is no surprise considering that a single intra-city truck with graphics can generate up to 16 million visual impressions in a year (American Trucking Association).

Backed by Rock-Solid Warranties

3M offers you a choice in warranties to meet the needs and expectations of your customers—from simple, solid reliability to the comprehensive, standard-setting 3M™ MCS™ Warranty.

That’s how confident we are in the performance of our products.



“Our vehicles are on the road every day and night right in the middle of our target demographic.”

Joel Norenberg, vice president, Sales & Marketing, TouchStone Accent Lighting, Inc.

Advertising Medium	Cost per thousand (CPM)*	Cost of Equivalent DEC
Television	\$23.70	\$1,445,700
Magazine	\$21.46	\$1,309,060
Newspaper	\$19.70	\$1,201,700
Prime-time television	\$18.15	\$1,107,150
Radio	\$7.75	\$472,750
Outdoor	\$3.56	\$217,160
Fleet graphics (average, annualized)**	\$0.48	\$30,000

* Based on 61 million Prime DEC annually; average of top 40 media market from Media Buyers Guide.

**Based on cost of test trucks.

“Vehicle graphics turned an overhead item—the trucks into a marketing asset.”

Joel Norenberg, vice president, Sales & Marketing, TouchStone Accent Lighting, Inc.



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