

3M Science.
Applied to Life.™

Take your brand
on the road



**Whether you own a small business or work for a large corporation,
your brand is one of your most important assets.**



Build your reputation with every project.

Done right, a strong brand can generate leads, strengthen customer loyalty, and drive sales to grow your business. To get there, your brand must be noticed and remembered by the right people, at the right time.

If you have a fleet of vehicles at the ready, gas in the tanks and drivers behind the wheels, you are one relatively small investment away from deploying an army of brand ambassadors out onto the open road. By adding graphics to those vehicles, you have the ability to create mobile advertisements that can spread your brand messaging far and wide.

Table of contents

Paving the pathway to purchase	5
Making it memorable	7
Five factors to consider when choosing a film	8
3M solutions	12
Conclusion	14

Paving the pathway to purchase

Graphic films are an easy and cost-effective way to capture the attention of millions of people.

Transit media or fleet advertising is one of several marketing tactics known as out-of-home (OOH) advertising. As its name would imply, these efforts target consumers while they are out and about, often along the pathway to purchase.

Americans spend 70 percent of their waking hours away from home, according to the Outdoor Advertising Association of America. Furthermore, an OOH advertising survey found that more than two-thirds of travelers make their purchasing decisions away from home, and more than half of those surveyed reported that their purchasing decisions are made most frequently when they are at a location other than their home.

Vehicle graphics are always in front of consumers and are a great way to meet consumers on the go. In mobile platforms, for example, ad-blocking and skipping past advertising content is as simple as a click of a button. That isn't the case with vehicle graphics. Commuters often run into long dwell times in traffic, making fleet graphics hard to ignore.

Out-of-home ads have been known to deliver more online activity per ad dollar spent, compared to television, radio and print. A recent survey found nearly half of U.S. residents, age 18 or older, used Google, Bing or Yahoo to look up information after seeing an outdoor ad over a six-month period.¹ Another survey showed seven out of ten people said they had seen an OOH ad in the past month, of which 58 percent searched the web directly as a result of seeing an ad.²

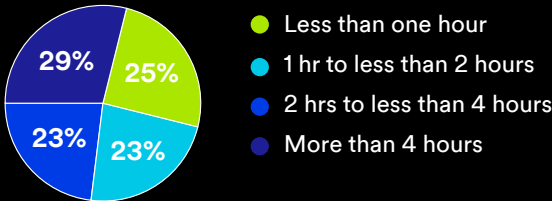
Additional research shows OOH ads are cost-effective and deliver a healthy return on investment. Online-based advertising, for instance, can cost up to \$21 per thousand impressions, with cable media costing even more. Meanwhile, OOH costs for advertising stand between just three and eight dollars per thousand impressions. The same research found one dollar spent on outdoor media resulted in nearly three dollars in sales, which is a higher rate of return than other forms of advertising.³

^{1,7} OOH Online Activation Survey. The Nielsen Company. March 2017
² "Take Your Message Further." Outdoor Advertising Association of America. 2013
^{3,5,6} Outdoor Advertising Association of America, Inc.

Meeting consumers where they are

On average, Americans spend approximately 20 hours and 16 minutes per week on the road, either driving or riding as a passenger. One study shows 75 percent of them notice transit or street level advertising. Yet another statistic shows a single intra-city truck with graphics can generate up to 16 million visual impressions a year.

AVERAGE WEEKDAY DRIVE TIME (MON-FRI)

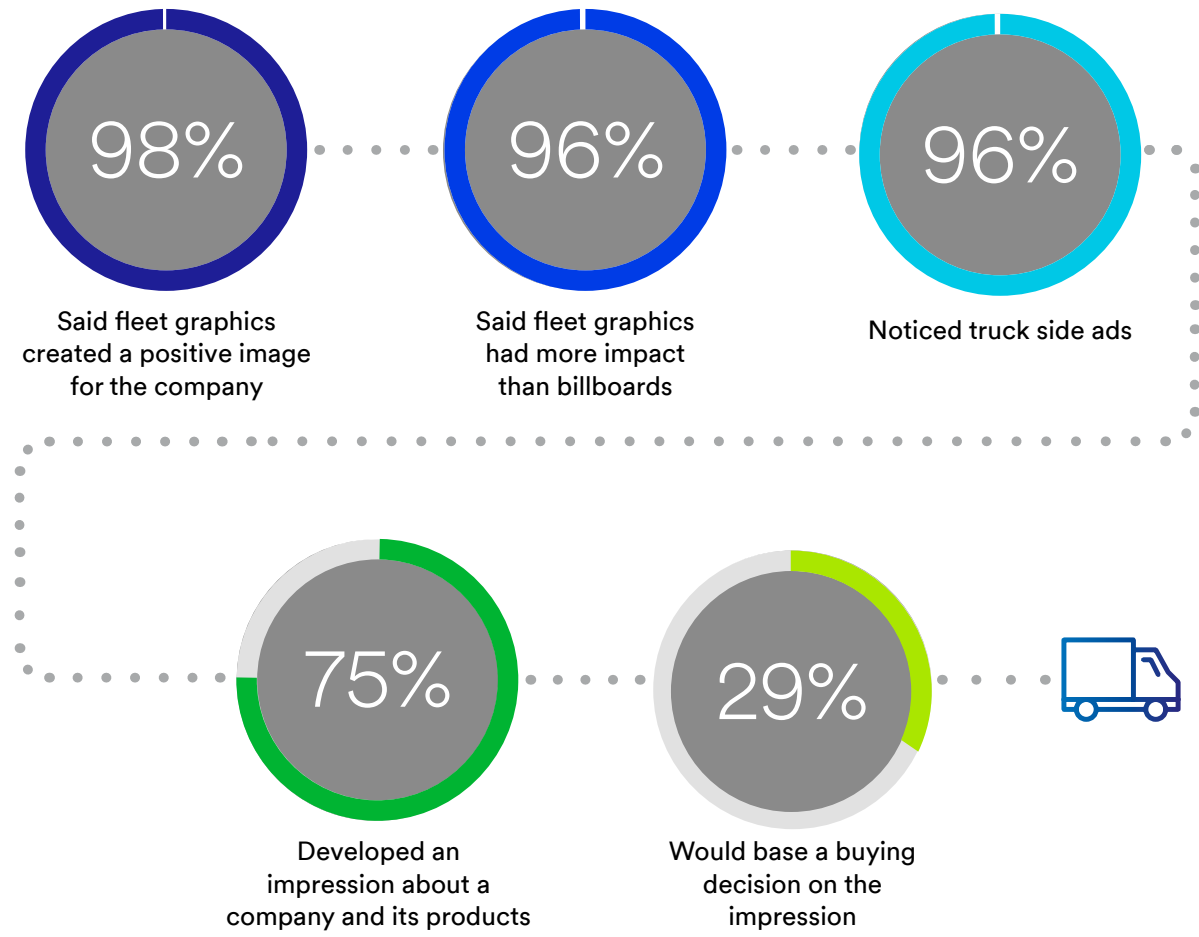


AVERAGE WEEKEND DRIVE TIME (SAT-SUN)

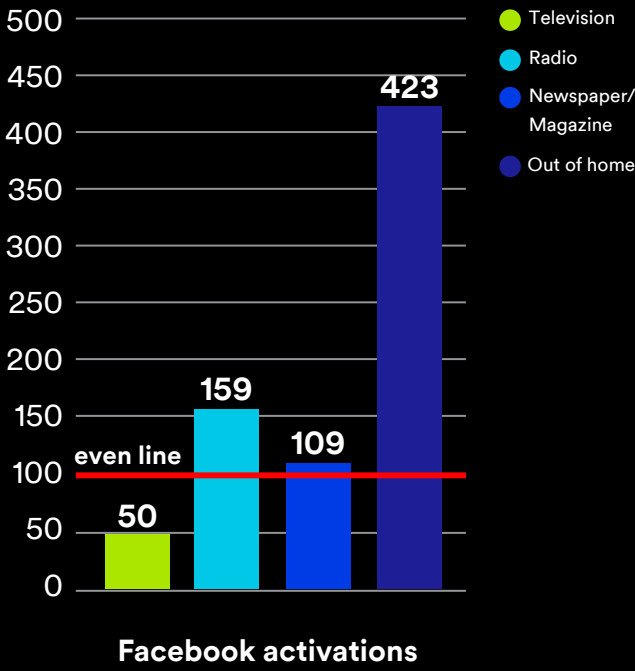


Source: Arbitron Out-of-Home Advertising Study, 2013 edition

Visual impact of trucks in traffic⁴



Online activations vs. media spend⁷



In a recent Nielsen study, OOH advertising generated nearly four times more online activations, including search and social media, than traditional advertising.

Making it memorable

Vehicle wraps allow your assets to be used as canvases for creative storytelling that promote engaging consumer experiences.

Vehicle wraps are a powerful way to cut through the noise and stand out from the crowd. The role of creativity in driving transit media's effectiveness is often underestimated. With vibrant film colors, reflective films, and color-matching capabilities, there are endless possibilities for bringing your brand story and identity to life in a bold and memorable way.

Consumer engagement is a key aspect of a healthy marketing campaign. Here again, vehicle wraps deliver. Approximately four in ten transit media viewers have talked about brands they saw advertised, with an additional eight percent blogging or posting about the brands on social media⁷.

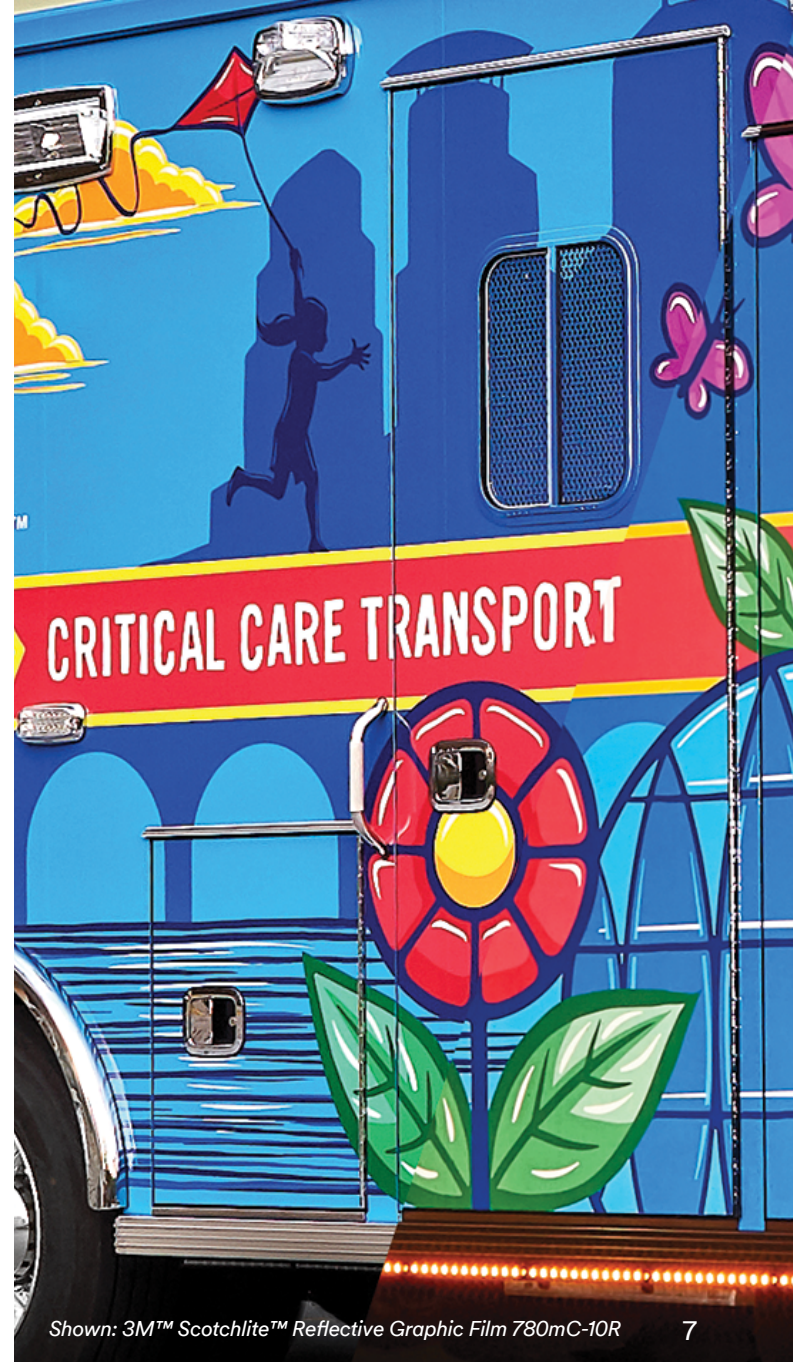
When combined into an integrated marketing strategy, fleet and vehicle wraps can amplify and reinforce your branding campaigns, laying the ground for favorable brand recognition and perception.

Great graphics start with selecting a great film. If you decide you're ready to install graphics on your fleet or vehicle, a little research can go a long way. There are a wide variety of graphic films on the market, but not every film is created equal. Performance can vary significantly across brands and film types. Investing in a high-quality film for your fleet or vehicle yields better end results and long-term cost savings. Most importantly, high-quality films offer the best portrayal of your brand and help protect your brand image.

There are a range of films to match your needs, whether you want to maintain a wrap for years to come or for a single season. Permanent, moderate or easily removable films are available for each unique situation. The possibilities are endless and your graphic film converter can not only help identify the best option for you, but also present ideas that could go overlooked, such as using a base wrap with changeable decals. Regardless of your branding or campaign goals, starting with a good film foundation is critical.

⁴ "The Visual Impact of Trucks in Traffic." The American Trucking Association.

⁷ Outdoor Advertising Association of America, Inc.



Five factors to consider when choosing a film:

- ✓ Durability
- ✓ Installation
- ✓ Maintenance
- ✓ Removability
- ✓ Warranty



Durability

High-quality graphic films will stand the test of time in a variety of climates. However, not all films are built to withstand rigorous road conditions. A key determinant of a wrap's longevity is the durability of a film. A film's durability refers to its strength against elements such as weathering and other outdoor exposures. Lesser quality films are more likely to fail in harsh outdoor conditions over a shorter period of time.

Location can have an impact on the lifespan of graphic films. For example, fleets in southern states, such as Arizona and Florida, are exposed to high levels of harsh sun and require highly durable films to withstand the elements. In addition to superior strength and long life-span, investing in high-quality films upfront can help mitigate issues such as lifting, fading and cracking. High-quality films are typically covered by a comprehensive warranty that stands behind the product's promise. More durable films may be priced higher than lower-quality films, but with trustworthy components and long-lasting capabilities, your return on investment pays off in the long run.

Installation

When having films installed, simplicity and precision can save time, and in turn, increase your bottom line. Premium films equipped with superior air release capabilities and optimal slideability make installation easy and minimize bubbles and other errors. Quick installations also increase operational efficiency by decreasing fleet or vehicle downtime.

Maintenance

Maintaining a graphic film is largely dependent on proper cleaning and care practices. Upon installation, your installer should provide you with tips on regular cleaning procedures to keep your wrap in great condition.

A best practice for graphic film care is to use low-alcohol soaps with a near neutral pH and avoid abrasive cleaning agents. If you are cleaning your fleet with power washers, maintain an equal distance from the vehicle as you move from top to bottom. Often, fading can be seen near the bottom of a vehicle, due to the hose being closer to the wrap during washing.

Unlike some alternatives to adhesive graphics films, if your graphic needs to be repaired due to normal roadway wear and tear, graphic panels can be easily replaced without the need for replacing the entire graphic.

Removability

When it comes time to remove or change the film, high-quality films come off easily and make removal pain-free after the installation. Low-quality films can crack, shatter and leave adhesive residue behind after removal. With removal of low-quality films being more difficult, the process is often extended and, in turn, may become costlier than anticipated as well as increase your fleet’s downtime.





Warranty

It's important to make sure that your wrap investment is protected. When selecting a graphic film, be sure to inquire about the warranty and get all the facts behind a brand's promise. A good warranty is comprehensive and can be applied consistently across the board. Typically, warranties are the most comprehensive and consistent when all product components have been designed, engineered, and tested to work effectively together as a system.

Warranties should be hassle-free and provide you with peace of mind on your purchase. When selecting a film, be sure you chose a manufacturer that has a history of standing behind the quality of their products and guarantee performance. While using a warranty due to failure is less than ideal, it's important to make sure you're protected and understand what you're getting with warranty coverage.

Selecting a high-quality film reduces the risk of graphic failure, which can reflect negatively on your brand. After all, the purpose of wraps is to enhance brand awareness and promote a positive brand image. By taking the five factors discussed above into consideration and working with your graphic film converter, you will be able to identify the right film for your wrap and ensure that you are providing the proper care to maintain the wrap's condition and maximize your ROI.

3M solutions

3M offers a wide variety of graphic films to meet the unique needs of fleet owners across the country.

With numerous colors and infinite design possibilities, a wrap can be completely customized to make your brand shine on the road. [3M graphic films](#) are easily installed with optimal flexibility, helping your installer achieve a successful wrap without air pockets or chipping. They also provide excellent durability to ensure your fleet and vehicle wraps are consistent and vibrant for years to come. [3M reflective films](#)—which offer brilliant visibility both day and night—are another option that can increase your brand visibility while simultaneously increasing visibility at night and during inclement weather for enhanced safety.

Using graphic films as a solution for promoting your brand and making your fleet stand out on the road can not only optimize potential out-of-home impressions, but also help your company achieve its sustainability goals. Graphic films are also much lighter than alternative solutions that add additional weight, which can impact drag and fuel economy.

3M offers [non-PVC graphic films](#) that do not contain chlorine or halogens. Two non-PVC films offered by 3M have been awarded the GREENGUARD Gold Certification—a certification which a product must pass strict testing requirements for low emissions of volatile organic compounds (VOCs) to receive. Not only do non-PVC graphic films answer sustainability demands, but they also deliver and exceed the quality and performance that 3M customers have come to know and trust.



Graphics should go on without question that they will deliver what is promised. 3M stands behind its promise and guarantees consistent performance, backed by thorough testing, to ensure inks, films and certified printers work together to produce high quality results. 3M offers the following warranties:

1. **3M Basic Product Warranty:** Covers products upon removal from the box. Any preexisting damages and visual or adhesive defects are covered by the basic product warranty.
2. **3M Performance Guarantee:** Ensures performance of specific 3M inkjet products with qualified OEM inks during the warranty period.
3. **3M™ MCS™ Warranty:** The most comprehensive warranty in the industry, the 3M MCS Warranty protects finished graphics on nearly any application made with all 3M products and components.

A certified 3M graphic converter/printer can help walk you through the warranty parameters of individual graphic film products that may be used for your specific wrap. To confirm that a graphic film converter is 3M certified, you can look them up on the 3M Dealer Locator. If you don't find them on the dealer locator, but believe they are certified, contact 3M directly.





Conclusion

There are many benefits to investing in premium films for your fleet...

These include easy installation and removal, performance consistency, and long-term durability. When researching potential film options, it's important to remember that investing in a high-quality product upfront saves on cost and time in the long run as well as helps protect the integrity of your brand.

In addition to the installation benefits of premium graphic films, branding opportunities for your fleet are virtually limitless. Graphic films offer maximum versatility covering the gamut of vehicles from vans, semi-trailers, utility vehicles, passenger vehicles and more. Premium films are a low-hassle, trustworthy solution that will reflect your brand's best image while sharing your message with an engaged audience.

Ultimately, your fleet or vehicle provides the perfect opportunity to get the most from your marketing dollars by turning these assets into giant, rolling billboards for your brand.

Energize your wrap options.

Discover wrap films for every preference, style and application.

3M.com/fleet



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