



Boost awareness with last mile fleet branding.

Research shows that vehicle branding and advertising stands apart from other forms of media because of its size, location mobility and continued presence. Bold graphics placed along the sides and rears of vehicles are hard to ignore, and unlike some media channels, fleet graphics aren't subject to ad blocking. In fact, a 2019 Nielsen survey revealed that 64% of respondents noticed vehicle wraps in the past month¹. That's more than any other transit media, and even exceeded poster billboards. This broad exposure leads to tens of thousands of impressions per day that can help companies build brand awareness and/or reinforce their brand image.

Last mile fleet graphics provide customers with a branded experience from order to delivery and can help build positive consumer perceptions. In addition, fleet graphics provide identification for vehicles often traveling through residential areas.

For companies looking for a cost-effective way to boost brand visibility, last mile fleet branding is a great way to create a series of memorable contacts with consumers and keep your brand top of mind.



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