

## The Advantage of Fleet Branding.

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(For information purposes only)

Can you afford **not** to brand your fleet???

In addition to providing transport, fleet vehicles are a useful avenue for company/product advertising. Branding fleet vehicles can communicate company and/or product messages to communities at a fraction of the cost of traditional advertising. Unbranded vehicles are a lost opportunity.

Are you aware that a branded vehicle is seen by 3000 potential customers every hour it is in the road? Or that fleet vehicle advertising boosts name recognition 15 times more than any other form of advertising? With statistics like this, it makes sense to brand your vehicles.

### The benefits of fleet branding:

#### High Visibility

The graphics on your trucks, buses and vans are in constant motion and reach thousands of people every day. Once you have created graphics on your vehicle they are visible 24/7 everywhere your vehicle goes including roads, parking lots, malls, restaurants, shopping centres, schools, etc.

#### Attention Grabbing

Brightly coloured, attractive vehicle wraps make your company vehicles stand out from all the other cars on the road. Passing drivers won't pay much attention to a plain white van on the road, but they will notice a well-designed vehicle wrap. Colourful vehicle wraps are so engaging that peoples' eyes naturally gravitate towards them.

#### Reach a Wider Audience

Depending on how many vehicles you own, how often they are on the road and how far they travel, you can reach tens of thousands of viewers per month. Vehicle wraps travel into the view of potential customers instead of you waiting for them to see your television commercial



or run across your newspaper advertisement. As a business, you can non-intrusively reach out to customers over all the roads your vehicles travel. The lead possibilities from mobile exposure are nearly endless. In fact, many businesses gain more customers from their vehicle wraps than their websites.

In addition, it is consistent road users who are most likely to see your advertisements. These people tend to be employed, and therefore have a higher income. These people are probably in your market.

### **Local Advertising**

Vehicle wrap advertising is targeted because you are advertising to your local market. The people who will see your vehicle wrap the most are the people in your area. Local marketing produces outstanding results because people like to deal with nearby businesses. Many times, viewers believe that the products being advertised are being delivered, and that their neighbours are using their services. This generates positive feelings toward a brand.

### **Cost Effective**

Unlike billboards and advertisements that have consistent recurring costs for as long as you advertise, you can change your vehicle wrap as seldom or as often as you like for less money. The initial investment is a fraction of the cost of other long term advertising campaigns and generates results for years. Once you've applied the graphics to your vehicles there is no monthly expense.... you keep running your ads rent-free month after month. Compare that with radio, TV, print or billboard advertising where you must pay every time you run an ad.

In addition, prices have come down as technology has improved, so it's a cost-effective method of getting your message out there.

The Return on Investment (ROI) for fleet branding is substantial and is one of the highest for any media platform. AMPS 2010 rated truck advertising as the second most effective form of outdoor media.

### **Protection**

Vehicle wraps help protect your vehicle's body from scratches and small dents from road debris. Specialists



can easily remove vehicle wraps without damaging the vehicle's paint. The wraps help keep your vehicles in a better condition for when you need to trade them in or sell them.

### **Increased Security**

Custom graphics reduce the risk of hijacking and theft. The graphics make the car easily identifiable and therefore reduce the risk of them being stolen.

Reflective graphics also provide additional safety at night. The graphics reflect light and make the vehicle look like a lighted billboard moving across the roads, thus preventing the chances for accidents.

### **Factors to Consider**

#### **Cost and installation time**

The cost and installation timing for vehicle decals can vary considerably, depending on the vehicle type and the complexity of your graphics. For example, a basic sedan decal will usually cost around a few hundred Rand and take about an hour to install, while a full cargo van wrap can cost upwards of twenty thousand Rand or more depending on the size and may take a full business day to put in place.

#### **Impact on resale**

Vehicles without branding are easier to sell at the end of their service term. Fortunately, most of the higher-quality decal packages can be removed easily, so the net impact of branding on your resale proceeds should be minimal.

#### **Materials**

Consider the quality of the material you choose—the old adage “you get what you pay for” certainly applies to vehicle graphics packages. It is often worthwhile to choose custom decals to ensure a more unique and attractive product. In addition, cheaper materials are usually not very durable, and may be difficult to remove when the vehicle goes up for sale. This could result in a greater cost of upkeep during the vehicle's service term, as well as increased reconditioning fees at resale.



## Inventory management

Optimizing vehicle inventory is a critical task of any fleet, but even more so when vehicles are branded. It is important that you anticipate fluctuating volume needs without incurring too much of a surplus. Work with your fleet management company to achieve and maintain an appropriate balance for your in-service and at-ready inventory

### How to do it.

For most companies, the marketing department will establish the ideal branding concept and then select a vendor to design the graphics. Branding opportunities can be as simple as adding your company's logo to the truck door, or as elaborate as full-colour vehicle wraps. The goal is to get your message across quickly and clearly—after all, your “billboard” is a moving object, and your audience often won't have a lot of time to read large blocks of text.

Less is more - An eye-catching yet simple design will make the best impression. Keep copy to a minimum - company name, contact information, and maybe a phrase or short list of your services if your name doesn't clearly identify your business. A short tagline can be a memorable addition that differentiates you from your competitors.

The logo is the most important part - The public most likely equates your business with your logo more than anything else, so be sure it is prominent in your design.

Your goal is to “make them act” - viewers are more likely to remember a URL than a phone number. In addition, many prefer to research companies online whenever they'd like, rather than call during business hours. Be sure to include your website as well as phone number to entice potential customers.

## CONCLUSION

Fleet branding is a cost-effective method of advertising and gives added value to a fleet. Fleet managers can make a significant contribution to company financial goals by introducing low cost marketing through their fleet vehicles.



However, driver behaviour plays an important role – bad driving can send a negative message to your target markets, communities and other drivers. Controlling driver behaviour not only improves company/product image, but also reduces vehicle operating costs.

Ensure your branded message is geared towards the audience. Use a message that will be read and understood by the community in which the vehicle is operating. A carefully designed message will both remind and reassure existing customers about the company or product, and will also attract new ones. Take into account the level of education of the community concerned to design a message which increases audience retention.

Fleet managers should consult with the marketing division to assess the receptivity of the branding campaign used. There have been instances where branded vehicles have been damaged by community members who dislike the product or company being advertised. Know your market!

Remember that fleet costs remain an important element. Fleet managers should ensure that branding the vehicles does not alter budgeted resale value. Ensure the material used for branding can be removed without damaging the vehicle body. Most branding materials used today conform to this standard.

Consult with your Eqstra Customer Services Manager who can advise you on fleet branding specialists in your area.

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