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# The Wrap:

## Unveil the Possibilities

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## What is a Wrap?

It's a digitally printed graphic with your advertising messages and images, on top of scratch-resistant, removable adhesive vinyl. Similar to a large, high-tech sticker, a custom vehicle wrap will last for several years.

Today's wraps are much more than vehicle covers. Signs By Tomorrow vehicle wrap advertising can market an entire fleet of vehicles, cars and trucks, as well as motorcycles and gas pumps. You can even wrap a wall, vending machines, trailers, RVs and boats of all shapes and sizes.

It's fair to say that savvy business owners have plastered their logo and phone

number on company vehicles for years. With recent advancements in technology, business owners can take advantage of new options for promoting products or services in a way that is both highly effective and affordable. From custom vehicle graphics to walls murals, the vehicle wrap advertisement is a wonderful marketing tool that is here to stay.

## What Makes a Wrap Effective?

Today's colorful, attention-getting graphics are the perfect medium for America's on-the-go society. According to the Outdoor Advertising Association of America (OAAA), advertisers spent \$6.1 billion on outdoor advertising in 2010. And, OAAA shows mobile advertising reaching more consumers at a lower Cost Per Thousand Impressions (CPM) than any other form of outdoor advertising.

Plus, seeing a custom branded fleet vehicle parked in front of a neighboring home or business acts as a referral and can trigger someone to take action on a purchasing decision. And unlike traditional advertising media, which may be tuned out, it's almost impossible not to look at the back of a vehicle at a red light. Join the business owners nationwide that are discovering how full-color vehicle wraps and large format graphics are the best way to reach customers quickly, effectively and economically.

*Big ideas attract the attention of consumers and get them to buy your product.*  
-David Ogilvy

## Large-Format Wraps Demand Attention

"Wrapped vehicles not only place messages in front of target consumers, they also provide the opportunity for direct customer contact through coupon distribution, sampling and other promotional tactics," notes Stephen Freitas, spokesperson for the Outdoor Advertising Association of America (OAAA).

Outdoor media also reaches the entire socioeconomic spectrum of Americans, according an article titled *Benefits of Vehicle Wrapping* on the SignIndustry.com website. "People with heavy vehicle mileage and long commutes are more difficult to reach with both the newspaper -- almost one out of three Americans do not read a daily newspaper anyway -- and

local TV news broadcasts. On the contrary, the study showed that virtually every American (96 percent) travels in a vehicle each week as either a driver or a passenger,” the article reveals. A wrap guarantees to take your message directly to your audience.

### **Wrap Up More Business**

Transform your vehicles into mobile media advertising with a campaign that reaches the masses. It’s proven that mobile advertising spreads your message fast.

In article called *Car Wraps and Graphics Are Revolutionizing the Advertising Business*, PRNewswire.com reveals, “Good news travels fast, but when it comes to promoting your business, nothing spreads your message faster than vehicle wraps.”

Crucial to both large and small businesses alike, car, truck and boat wraps provide a powerful solution to reaching more customers and developing new business leads.

The Signs By Tomorrow advertising team can wrap just about anything that rolls, moves or has wheels. From scooters and gas pumps to tractor-trailers, vehicle wraps are an extremely popular form of mobile advertising that takes your message out of the box.

According to the Transportation Advertising Council, full-color vehicle wraps garner almost 70,000 impressions daily, making their cost per impression dramatically less than traditional forms of advertising such as radio or television.

### **Creating Graphics for a Wrap**

Creating traffic-stopping graphics for your wrap is both affordable and convenient. Signs By Tomorrow has the most affordable vehicle wrap graphics available at the best quality with high resolutions. You will marvel at the custom full-color wraps with high-resolution printed vinyl graphics that are protected by laminate and adhered to any vehicle or wall surface. The printed images include your photos, logos and marketing messages.

Signs By Tomorrow has expertise with vinyl vehicle graphics installed by centers across the country. Since vehicle wraps graphics are complex, the Signs By Tomorrow graphic design team offers a full-service in-house art team to expertly transfer your brand and marketing message into a vehicle wrap. The graphics team will mock up for selection and work to create the perfect wrap for your business needs.

Whether your budget allows for a partial or a full vehicle graphic wrap, Signs By Tomorrow will work with you to transform your vision into a powerful mobile advertising machine. No matter what the size of your vehicle, our expert installers install the wrap to look like hand painted art, in just a few days.

Don’t forget to ask for perforated vinyl graphics for windows. This gives the appearance of continuous graphics over vehicle windows without blocking the driver’s view. Signs By Tomorrow uses temperature regulated bays to install your wrap and weather will not be a factor in delivering your custom vehicle wrap on time. Signs By Tomorrow is fully equipped to meet all of your vehicle graphics needs in a cost effective, creative manner.





*The picture is worth ten thousand words.  
Old Chinese proverb*

### 9 Reasons to Wrap Your Vehicle

1. **Visibility:** It's proven that vehicle advertising reaches consumers anywhere.
2. **Mobility:** Your advertisement touches customers anytime day or night.
3. **Custom:** With creative designs, there's no limit to what color or sizes you choose.
4. **Prominence:** Your ad is the emphasis and there's no sharing of space on a wrap.
5. **Impact:** You can achieve the "wow" factor with a message that won't be forgotten.
6. **Impressions:** Wraps are proven to reach more customers than traditional ads.
7. **Changes:** Any updates or modifications to wraps are simple and painless.
8. **Removable:** Wraps are removable without damage to the vehicle or object's body.
9. **Defense:** Wraps actually protect a vehicle's paint job from dings and scratches.

### Wrap Examples

Customers are finding creative and effective ways of using custom fleet and vehicle graphics successfully with the help of professionals at their local Signs By Tomorrow graphics and signage center.

#### Vehicle Wrap Customer: *Devcon Security*

When Florida-based home and business security systems provider Devcon Security launched a national expansion, the company turned to Justin Brown and the *Fort Worth, TX Signs By Tomorrow center* to streamline the process of wrapping their expansive fleet of more than 175 vans.

Despite vehicles being scattered in 30 cities across the U.S., Justin was able to project manage every job, printing all the graphics in Texas to ensure consistency and then shipping and coordinating with a network of Signs By Tomorrow and 3M-certified installers in each geographic market. For the second order, Justin was able to work directly with the leasing company to coordinate three different installation points and have 70 vehicles wrapped in about five days.

In the future, a single phone call to Signs By Tomorrow Fort Worth allows Devcon to quickly wrap additional new vehicles with custom graphic wraps or to obtain replacement panels in the event an existing vehicle's wrap graphic is damaged.

#### Wall Wrap Customer: *Gigglin Marlin*

When a new scuba training, gear and vacation planning company needed large format graphics to provide the "wow" factor from the moment customers walk in the door of their new

offices, Giggin Martin turned to the signage and graphics experts of Signs By Tomorrow Spring, Texas.

The company needed two huge Phototex wall murals to prominently display the look and feel of a vacation getaway and dive experience on a 10-foot-high by 36-foot-wide wall as well as an adjacent 10-foot by 12-foot side wall. Using Phototex material saturated with HP 9000, the design was produced with large file formats that needed adjustment for the wall



layout needs. The goal was to provide an emotionally uplifting atmosphere and for customers to want to book a dive trip immediately.

Despite challenges including huge file sizes and a trailer tire that had to be changed en route to deliver, once Giggin' Marlin gave final approval to the artwork it took the Signs By Tomorrow Spring team less than a week to print and install the huge custom wrap.

### Vehicle Wrap & Graphics FAQs

*Q: Can information be changed after graphics are applied?*

A: Yes. In most cases, it's possible to remove and replace graphics to reflect a new phone number, address, change of logo etc.

*Q: Will graphics ruin the paint on the vehicle?*

A: No. Graphics may actually keep the paint more vibrant than if it had been exposed to elements.

*Q: How long will graphics last?*

A: Depending on the type of materials selected, the wrap should last up to five years.

*Q: Can you wrap windows too?*

A: Yes, materials such as perforated vinyl will give the appearance of your graphics continuing over your vehicle windows but do not block the driver's view.

## **Eye-Opening Mobile Advertising Facts**

It's interesting to consider the following statistics compiled by the Outdoor Advertising Association of America and Cox Communications/Eagle Research, when making your decision about a wrap.

- More than 95 percent of Americans are reached by media targeting vehicle drivers and passengers.
- Fleet vehicle wrap advertising boosts name recognition 15 times greater than any other form of advertising.
- 30 percent of mobile outdoor viewers indicate they would base a buying decision on the ad they see.
- A vehicle wrap costs just \$.77 per Cost Per Thousand Impressions (CPM)
- 48 percent of those polled viewed car wraps as the most unique advertising medium available.
- 47 percent of 18-34 year olds surveyed found car wraps especially memorable.
- Car wraps rank highly among advertising media for positive associations.
- Of the target population, 61 percent spend over one hour per day on the road
- 33 percent spend over 2 hours per day on the road.

## **Full-Service Vehicle Wrap Solutions**

Signs By Tomorrow offers high-quality, custom full vehicle wraps or can produce partial wraps using any combination of vinyl and digital printing. Whether we use your design and bring it to life, or Signs By Tomorrow designs custom vehicle graphics, our solutions allow you to build awareness and further brand recognition.

Be sure to maximize your marketing budget with always in motion vehicle graphics as a cost-effective way to promote your business around town and across the country. A wrap is the best way to turn your vehicle into a bumper-to-bumper marketing machine.

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