

Best Practices for Small Business Fleet Management

Graphic Programs 2016



96% of RYP & Becker Group respondents commented that **vehicle advertising was the most impactful form of outdoor advertising.**

As the graphic partner to several top franchises and independent contractors, we're often asked the secret to making fleet vehicles stand out and generate positive impressions.

Over the past fifteen years, SignZoo has worked with thousands of companies to brand fleets and leverage vehicle assets into the best advertising our clients utilize.

Here's what we've learned.

The importance of perception

Shaping your professional reality





Consider color. Research reveals people make a subconscious judgment about a person, company, or product within 90 seconds of initial viewing and that between 62% and 90% of that assessment is based on color alone.

That alone is reason enough to pay close attention to color theory when choosing the hues that will represent your company to consumers all over your market demographic.

92% Believe color presents an image of impressive quality

90% Feel color assists in attracting new customers

90% Believe customers remember presentations and documents better when color is used

83% Believe color makes them appear more successful

81% Think color gives them a competitive edge

76% Believe that the use of color makes their business appear larger to clients

According to Media Buyers Guide, a wrapped intra-city truck generates up to **16 million annual impressions.**



Color engages.

Color increases
memory and
participation.

Statistics show that car graphics and TV ads were the top two most memorable mediums, while **48%** of those polled viewed **vehicle graphics as the most unique advertising medium** available.



Consider craftsmanship. Another principal pillar of perception, graphic installation goes a long way in the mind of consumers. It's important that it's done professionally.

With a growing number of certifications and training programs, graphic installation is an in-demand trade. Benefits of hiring a graphics partner include their proficiency in the art of installation. Here are things to watch for.

Seams. Professional fleet graphics minimize seams, for a sleek and uninterrupted appearance.

Placement. A little known factor with a big impact. Logos, imagery and design elements (think swooshes and bullet points) should be centered consistent with the vehicle's compound surface. These elements should be kept away from intrusive door handles, seams (if necessary) and windows.

Consistency. It doesn't pertain to just color. From vehicle to vehicle, whether completed all at once or individually, there should exist a standard of quality installation.

Speed. Service vehicle down-time is should always be kept to a minimum. Balancing this reality with excellent craftsmanship is integral to a successful program.

A study by ad agency RYP & Becker Group found that **97% of people remembered the vehicle ads they were exposed to,** and 98% has a positive reaction to advertisers after exposure.



Consider care. The way company vehicles are cared for and maintained speaks to a company's discipline and attention to detail. These are important qualities in the mind of consumers when it comes to selecting one brand over another.

Large brands know this and, in response, develop graphic programs that incorporate routine vehicle and graphic inspections.

Professional graphics manufactures document color settings and other pertinent account information. In the event of vehicle damage, true color match is a crucial component to replacement graphics.

Should issues of fading or peeling arise during inspection, contact your graphics partner for a timely solution to ensure company vehicles are maintaining their standard aesthetic.

To recap, fleet graphic programs are dramatically more effective when the pillars of consumer perception; color, craftsmanship and care are considered at the onset.

Professional fleet graphic manufacturers are responsible for building a solution that will maximize the budget and give the business owner optimum ROI.

A lasting investment, that generates millions of impressions - positive or negative - is a key piece of any fleet based business with the goal of growth.



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RYP & Becker Group

Media Buyers Guide