



The UK's leading vehicle branding agency

- Proud to be the UK's leading vehicle branding agency
- Facilitating the branding of privately owned vehicles as well as company fleets
- Providing access to the valuable exterior space of thousands of privately owned vehicles nationally
- Offer a complete service including advert design, fitting, monitoring and removal
- Based in Nottingham, we are centrally located to conduct national campaigns



- Vehicle branding is a well proven media that demands attention 24/7 - It is never turned off
- Ability to attract up to **3000 views per hour** equating to **30,000 – 70,000 per day**
- Achieves a lower CPM than any other form of advertising from **25 pence per 1000 impressions**
- A **unique and innovative** way of promoting your brand on a massive scale
- Inherent flexibility allows you to target your advertisement to specific localised areas
- Vehicle branding also offers the opportunity to reach a very varied demographic
- Branded vehicles can be used as an **extremely effective PR tool**
- Reach previously unattainable audiences such as motorway commuters
- Eye – Level advertising ensures maximum exposure



- No vehicle maintenance or running costs
- Flexibility to advertise in any local area of the UK
- Driven by respectable brand ambassadors with a clean driving record
- Vehicles spend **90% of time in urban environments** maximising brand exposure
- Minimum driving distance of **500 miles per Month** fully exploiting brand publicity
- Vehicles parked in highly visible busy locations both day and night
- All vehicles newer than Year 2000 ensuring a clean & modern appearance
- Advertisements cleaned regularly and fully maintained to the highest standard
- Option to supply business cards to be handed out by drivers
- Ability to target specific demographics using drivers frequent destinations
e.g. Football stadiums or shopping centres



- We offer a full range of products to suit your individual budget and marketing requirements

★ SuperSide

★ Bronze

★ Silver

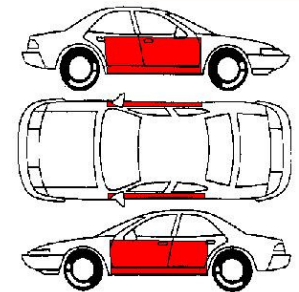
★ Gold

★ Platinum

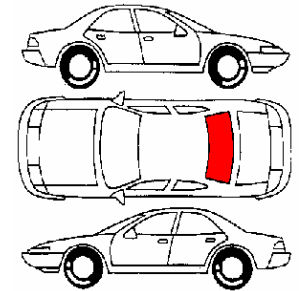


- Each product specifically tailored to target pedestrian and/or driver demographics
- All products are supported by our **Location History Feedback System (LHFS)**
(A Monthly update document which specifies miles covered, location history and destination details of your vehicle(s))

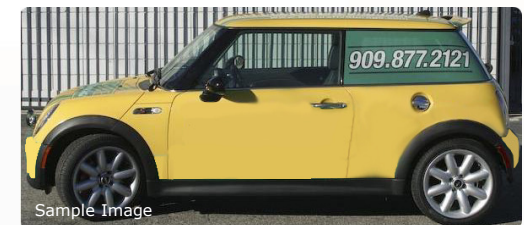
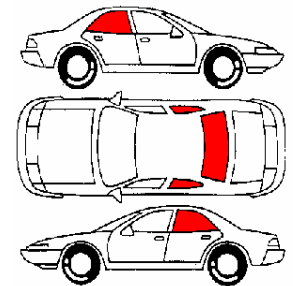
- Large surface area of 1600 x 600 mm on **each side of the vehicle**
- Extremely effective for capturing the **pedestrian demographic**
- High quality graphics and design flexibility
- Large format means it is highly visible from a distance
- Very High exposure - **OTS approx 225,000 views per vehicle per Month**
- Prices from less than **£62 per Month**
- **Low CPM value of £0.27**
- Captures Pedestrian and Driver demographics
- **High impact medium**



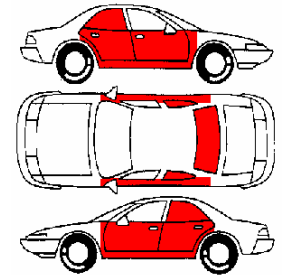
- Complete coverage of **Rear window**
- Large surface area of approximately 1000 x 600 mm* on the rear window of the vehicle
*(Dependant on vehicle type)
- Extremely effective for capturing the **driver demographic**
- Extensive average viewing time of **2 - 3 Minutes per view**
- Captures Driver demographics
- High Exposure - OTS approx **180,000 views per vehicle per Month**
- Prices from less than **£45 per Month**
- **Extremely low CPM value of £0.25**
- High quality ContraVision® Film



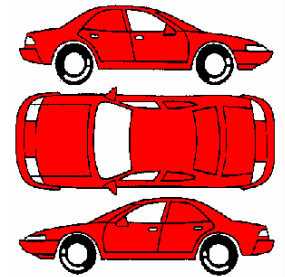
- Complete coverage of **Rear Window and side rear windows**
- Large surface area of approximately 2000 x 1200 mm* in total
*(Dependant on vehicle type)
- Offers excellent all-round visibility from sides and rear with high impact
- High average viewing time of **2 - 3 Minutes per view**
- Captures **Pedestrian and Driver Demographics**
- High Exposure - OTS approx **225,000 views per vehicle per Month**
- Prices from less than **£95 per Month**
- **Extremely low CPM value of £0.42**
- High quality ContraVision® Film



- Complete coverage of **Rear Window, side rear windows plus Super Side**
- Large surface area of approximately 5200 x 2400 mm* in total
*(Dependant on vehicle type)
- Offers excellent all-round visibility from sides and rear with high impact
- High average viewing time of **2 - 3 Minutes per view**
- Captures **Pedestrian and Driver Demographics**
- High Exposure - OTS approx **450,000 views per vehicle per Month**
- Prices from **£135 per Month**
- **Extremely low CPM value of £0.30**
- High quality ContraVision® Film



- Complete coverage of **entire vehicle (Full vehicle wrap)**
- Large surface area of approximately 11000 x 5500 mm* in total
*(Dependant on vehicle type)
- Offers excellent all-round visibility from front, sides, rear and above
- **Highly effective PR tool**
- Captures **Pedestrian and Driver Demographics**
- High Exposure - OTS approx **900,000 views per vehicle per Month**
- Prices from **£295 per Month**
- **Extremely low CPM value of £0.32**
- **Ultra high impact medium**



- The only truly **national** vehicle branding agency
- Catered to deliver Local, regional or national campaigns
- Ability to operate in **any major UK city**
- Also able to operate in in **most UK towns**
- Flexibility on vehicle spread
- Wide vehicle variety and choice
- A number of **green hybrid vehicles** available
- Rapid turnaround



Doggies & Moggies is a Dog walking and pet sitting Service based in Chesterfield, South Yorkshire. We asked Managing Director Julia why she chose vehicle branding and what results she found.

Q: Why did you choose vehicle advertising

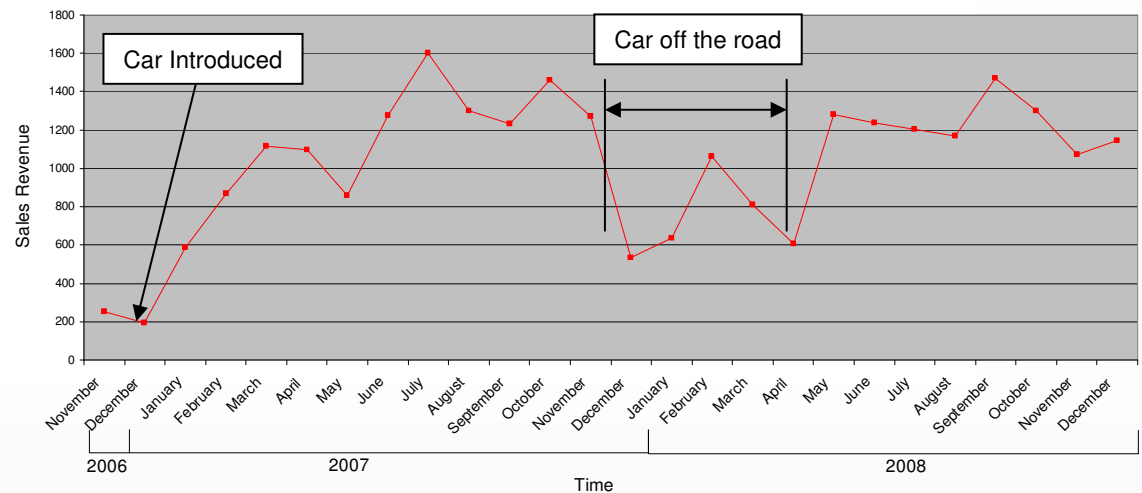
Julia: "I thought it was an excellent marking opportunity, too good to miss especially at such a low price. I can't understand people who don't use this medium as it is so eye-catching. I think people in my locality are very used to seeing the car driving round and it gives them more confidence that we are well established and running a serious business. My business is very much based on trust as clients trust me with their house keys and their pets."



Q: What Results did you see?

Julia: "The car was introduced in January 2007 and from this point on we saw a significant rise in revenue which is reflected on the graph. We asked all of our customers where they found us and we found that almost 50% of customers reported seeing the vehicle. The vehicle was ran into on 4th December 2007 and was off the road for a 4 months, as a result my revenue took a tumble which is also reflected on the graph. You can clearly see revenue suddenly takes a nose dive from the figures I had been enjoying the previous months. It was reported that often people would come up to the car at the local shops/petrol station etc asking for a business card or they are spotted writing down the details off the car! Its a standing joke the car can't go anywhere without someone saying they'd seen it!"

Effect of removing vehicle graphics on case study business: Doggies & Moggies



Q: Would you use vehicle advertising again?

Julia: "Definitely I would do it again, in fact I was recently thinking about going a step further and having the vehicle wrapped to look like a cat or a dog, Now that would attract attention!"

Stand out from the crowd



With

