



# Street-Smart Advertising

3M Fleet Graphics Solutions turn your vehicles into mobile billboards helping you to expand the reach, frequency and impact of your advertising campaign, so that you can grow your business, no matter how big . . . or how small.



# Mobile Media Advertising –Smart in Every Direction

Whether you operate a fleet of 2,000 trucks or rely on a single van to deliver your products and services, 3M graphics can transform your fleet into a cost-effective media asset, powerful enough to help drive brand awareness, sales and business growth.

## The Power to Reach

Consider this: a single intra-city truck with graphics can generate up to 16 million visual impressions in a year.\*

In fact, study after study ranks mobile media as the most cost-effective and influential advertising media available.

*\*American Trucking Association*

## The Power to Impress

How influential? A study by ad agency RYP & Becker Group found that:

- 97 percent of survey respondents recalled the ad on the truck.
- 98 percent thought the ads created a positive image of the advertiser.
- 96 percent thought fleet graphics had more impact than billboards.



## Now, The Power to Target

The industry norm is to estimate fleet advertising impressions by calculating the number of miles driven per truck per day by the type of road.

Imagine adding demographics as a dimension. What do you get? Vastly improved measurement capabilities, proof of performance and the ability to target your campaign.

*(GPS technology required to track vehicles.)*

## Unbeatable Value

Media Asset-Value Comparison

Advertising Medium	Cost per thousand (CPM)*	Cost of Equivalent DEC
Television	\$23.70	\$1,445,700
Magazine	\$21.46	\$1,309,060
Newspaper	\$19.70	\$1,201,700
Prime-time television	\$18.15	\$1,107,150
Radio	\$7.75	\$472,750
Outdoor	\$3.56	\$217,160
<b>Fleet graphics (average, annualized)**</b>	<b>\$0.48</b>	<b>\$30,000</b>

\* Based on 61 million Prime DEC annually; average of top 40 media market from Media Buyers Guide.

\*\*Based on cost of test trucks.

## Cadbury-Schweppes Graphic Effectiveness Study

3M measured the advertising effectiveness of fleet graphics for Cadbury-Schweppes Company using GPS units to track 10 trucks through two major metropolitan areas.

The three-month study correlated truck routes against zip codes and demographic data to deliver the most accurate measurements of message effectiveness, to date.

Key Findings:

- ▶Fleet graphics generate a large number of impressions—in this study, an average of 6 million Prime Daily Effective Circulation (DEC) per truck, annualized.
- ▶Mobile media advertising offers the lowest cost-per-impression of any major advertising medium.
- ▶Routes and messages can be optimized to target specific demographic groups.
- ▶Fleet graphics add a valuable dimension to the advertising marketing mix.

## CA Cadbury Schweppes Campaign Saturation by Zip Code-San Francisco

Average Household Income (HHI) (projected: 2005)

- > \$250 K
- \$100 K to \$250 K
- \$50 K to \$100 K
- \$25 K to \$50 K
- < \$25 K

- Campaign Saturation by Zip Code
- High
  - Medium High
  - Medium
  - Medium Low
  - Low



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Powerful  
Affordable Targeted 24/7



Imagine the Possibilities





# Enhance Your Advertising Success with 3M



## Stay Brilliantly Visible 24/7

3M™ Scotchlite™ Reflective Graphic Films give vehicle graphics bright, sharp nighttime and daytime visibility for enhanced advertising effectiveness, identification and safety 24 hours a day

## Stay on the Road, Longer

Large format graphics can be installed up to 40 percent faster (with virtually no wrinkles or air bubbles) when you choose 3M™ Controltac™ Graphic Film and Comply™ Adhesive. For your fleet, that means less time in the shop and more time on the road, where it counts.

What's more, when you specify 3M graphics products, you get reliable performance for the intended life of the graphics.

## Stay Targeted

### Change Your Message, Any Time

3M's range of graphic solutions lets you select installations for long-term campaigns, short-term promotions or better yet, a combination of both.

3M™ Changeable Graphic Films allow you to cost-effectively and efficiently change your promotions at any time, or target routes with special promotional messages.



## Quality, Guaranteed

3M has three rock solid product warranties from which you can choose.

### 3M™ MCS™ Warranty

The first finished graphics warranty in the industry and still going strong. Gives peace of mind when you require optimum performance for the intended life of the graphic.

### 3M Performance Guarantee

Adding confidence to your choice when you use selected 3M media imaged with an expanding range of 3M-qualified OEM printers and inks.

### 3M Basic Product Warranty

A good solid foundation that gives you the assurance that you are getting what you pay for. It's just enough protection for many short-term graphics, where warranted finished graphics and durability aren't specified.

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