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## Promotional Vehicles

By Chris Smith

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It is difficult to miss a Hummer, but how many companies could afford to run one to promote their business? The answer is, of course, very few and it is doubtful whether GM's overgrown offspring would be the most suitable promotional vehicle for many of them. What then are the alternatives and how could businesses benefit from using a vehicle as an advertising medium?

What is a promotional vehicle?

A promotional vehicle is a car, truck or SUV with purpose-designed adhesive vinyl graphics applied to its exterior, promoting a business or one of its products or services.

The graphics may be a full wrap (the whole vehicle is covered), a decal wrap (decals are applied to body panels) or a window wrap (decals are applied to the side and rear windows).

The types of business that operate promotional vehicles include radio stations, beer companies, car dealers and up-market pubs, clubs and restaurants to name but a few.

The benefits of a promotional vehicle

A vehicle is mobile so you can take your advertising places. Both drivers and pedestrians will notice your advertising when your vehicle is parked as well as when it is on the move.

Your advertising stays in position until you remove it or sell the vehicle. There is no need to book media space or pay regular subscriptions.

The cost is not as much as you might expect. In fact, vehicle graphics cost less to create and apply than many other types of advertising. If you apply graphics to an existing vehicle then there are no additional costs.

## Promotional Vehicles

You can potentially make a big impression. Cleverly designed and eye-catching vehicle graphics can be used for PR purposes.

Is a promotional vehicle for me?

It depends on your business, as promotional vehicles are not suitable for every company.

Brand image is a key deciding factor. You need to consider how the vehicle will be used (will it be on the move much of the time or parked), what will it be used for and who will drive it and how will it be driven. Do not forget that the vehicle will influence people's perceptions of your company and your product/service.

Budgetary considerations will play a part too, more so if you are purchasing a new vehicle specifically for use as a promotional vehicle.

Which are the best promotional vehicles?

For sheer size and physical presence, nothing beats the Hummer, H2 and other large SUV's.

At the opposite end of the scale is the 2.5-metre long Mercedes Smart car – one of the most popular promotional vehicles in Europe. This goes on sale in Canada in the fall of 2004 and is sure to have great novelty value and attract a lot of attention.

In between these extremes, you have vehicles such as the PT Cruiser and the forthcoming Chevrolet SSR. Molson promoted their A Marca Bavaria beer at last year's Vancouver Indy using a Honda Element. Other possibilities include the VW Beetle or an unusual, classic or sports car.

The MINI might seem an obvious choice but bear in mind that the model already includes a range of graphic treatments in its option list and this may reduce its usefulness as a promotional vehicle because your advertising will stand out less.

Whatever vehicle you choose it should attract attention in its own right and the less common it is the better.

If you are buying a new vehicle, your choice will be determined by your promotional requirements and your budget. A cheaper solution is to use an existing company vehicle. However, consider the impression you want to make on your target audience and avoid the temptation to apply a wrap to your rusting, dented 1992 Safari.

What about the vehicle graphics?

The first step is to commission a design for your vehicle. Your design is printed in full colour on weather-resistant high-quality adhesive vinyl. This is then applied to the vehicle.

## Promotional Vehicles

A complete vehicle wrap will take 8 hours or more; a decal or window wrap will take less time. The vinyl is durable and washable. It can be removed when the time comes to update the design (for example if you change your logo) or when you sell the vehicle.

So, if you are looking for an alternative way to promote your business and you want to take your message onto the street or to events then you should consider a promotional vehicle. It may not be suitable for every company but if it is right for you then it is a great way to get people to notice and talk about your business.

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) – a Vancouver Design and

Marketing agency.

### **Where can I find discounts on promotional products**

**By Josef Baumann**

Where can I find discounts on promotional products by Josef Baumann

Where can I buy promotional products ?

There are several places where you can buy promotional products. The most distributors have their own webpages where you can inform yourself about the promotional products they sell. Some of these webpages have their own online-shops where you can buy products directly. There you will get the information you need without contacting these companies. (Prices, quantities, imprint area, color, setup charge) And when there is something you want to know you contact them by phone or E-Mail and you will quickly get response.

Now I tried to find a new way to buy promotional products without visiting each webpage of these companies. It takes a lot of time to do this. So I looked for a new way to find the promotional products I need.

There are several webpages on the internet who compare the prices of products from different companies so there can also be a webpage who compare the prices of promotional products.

I went to several search engines and used the keywords "B2B promotional products" and "compare prices of different promotional products companies". And really I get a webpage who compare the prices of promotional products from different companies. <http://www.crobike.de>.

What are the advantages of this promotional products marketplace ?

The most important advantage is that you can compare the promotional products from different companies. You don't need to go to each webpage anymore. So you will save time and money. As a member of this webpage you will also get 5%–10% discount on thousands of promotional products at several different promotional products online shops. You will also get useful tools to compare the products. For example you can use a tool where you can remind several promotional

## Promotional Vehicles

products for later to compare the total costs of each purchase you want to make. (price/quantity, setup charge)

My opinion

Try it out. It's free of costs and you will also save time and money. You can use several useful tools and when you are a member you will get 5%–10% discount off the unit purchase price per item.

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