

## **Study 1**

### Truck Advertising

A study that proves Scotchprint® Graphics work well on the road.

Research has been able to determine the effectiveness of moving billboards, or fleet advertising, through the study of Global Positioning Systems installed in trucks and traffic counts. This first-ever study was performed by the Traffic Audit Bureau (TAB), an independent non-profit organization that authenticates the circulation of out-of-home advertising such as billboards.

In the recent trial using a Seiko ad created with Scotchprint® Graphics, one truck reached an estimated 40,585 people a day in Chicago, where an average Chicago billboard reaches about 48,000 people. While the exposure is comparable, the cost for fleet advertising is half that of traditional outdoor advertising, or 70 cents per 1,000 impressions, according to TAB.

"Fleet advertising represents a unique media opportunity. It is less likely to get lost in the clutter or blend in with the background, as other out-of-home advertising can sometimes do," said Bob Swanson, advertising manager, Seiko. "If used strategically, fleet advertising, by its very nature, has the potential to be more dynamic and captivating."

While the exposure is comparable, the cost for fleet advertising is about half that of traditional outdoor advertising.

## **Study 2**

Developed by the ATA (American Trucking Association of America)

Measured trucks in a major metropolitan area based on 40 hours per week on the road.

### Results:

- Over One Million Impressions per month per vehicle!
- A significant cost advantage over traditional Billboards, Print and TV advertisements.
- 91% of all people notice words on trucks.
- 96% of the viewers of mobile outdoor advertisements say they have more impact than a static billboard.
- Approximately 30% of mobile outdoor viewers indicate they would base a buying decision on ads they see.

*Reference: American Trucking Association*