**3M Study on the Effectiveness of Vehicle Wraps**

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.

3M measured the advertising effectiveness of fleet graphics for Cadbury-Schweppes Company using[GPS units](http://www.fellers.com/index.cfm/spKey/aboutwraps?spId=CEBAA67B-BCFB-670F-96D744B5AB3DB642) to track 10 Snapple® 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.

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| **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 |
| Fleet graphics (Average, annualized)\*\* | $0.48 | $30,000 |
| \*Based on 61 million Prime DEC annually; average of top 40 media market from Media Buyers Guide. \*\*Based on cost of test trucks. | | |

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](http://www.fellers.com/index.cfm/spKey/aboutwraps?spId=CEBAA67B-BCFB-670F-96D744B5AB3DB642) 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](http://www.fellers.com/index.cfm/spKey/aboutwraps?spId=CEBAA67B-BCFB-670F-96D744B5AB3DB642).