



Related Research

Recent publically available industry research has shown that using vehicle graphics is an effective way to advertise.

Outdoor mobile media billboards have a 97 percent recall rate. 96 percent of survey respondents thought mobile advertising is more effective than traditional outdoor advertising.

[Outdoor Advertising Magazine](#)

In one study on vehicle graphics, 94 percent of respondents recalled seeing the vehicle wrap, with 80 percent recalling the specific advertisement. The studied wrap advertisements resulted in a sales increase of 107 percent.

[Product Acceptance and Research](#)

A recent independent study by the company 3M and the American Trucking Association showed that one decorated vehicle makes over 10 million impressions annually.

[American Trucking Association](#)