



# 3M Vehicle wrapping

Effective vehicle branding with  
3M Wrapping Films

For more information on 3M Vehicle  
Wraps visit [wrapyourcurves.co.uk](http://wrapyourcurves.co.uk)



Authorised Vehicle Wrapper

# What is vehicle wrapping?

Do you want to promote your brand effectively? Do you have a company car or van? Wrapping a vehicle or applying graphics to it can transform it into cost-effective media asset, powerful enough to help drive awareness, sales and business growth.

Wrapping a vehicle is covering it in a colour change or printed graphic applied on 3M self adhesive film. 3M Wrapping films can be printed with any design, easily installs and removes cleanly.

## An unbeatable value vs. other advertising options

3M measured the advertising effectiveness of fleet graphics for a major soft drink manufacturer. Among the key findings: Mobile media advertising offered the lowest cost per impression of any major advertising medium.

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, annualised)**	£0.48	£30,000

## Powerful Marketing with 3M Materials

Your brand is valuable. 3M offers quality, durable and tested graphic materials that will communicate your brand consistently and with impact.

In addition, using 3M reflective films to highlight your business phone number and web address will keep your vehicles working 24/7. 3M materials are the preferred product for all things wrapped.

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

\*\*Based on cost of test trucks.



3M Vehicle Wrapping products allow you to simply brand your vehicle with your company logo or fully wrap your vehicle in an eye catching printed graphic design.

To talk to our network of highly skilled wrappers or for just more information visit [www.wrapyourcurves.co.uk](http://www.wrapyourcurves.co.uk)

[facebook.com/3MWrapsUK](https://facebook.com/3MWrapsUK)

Authorised Vehicle Wrapper Address: