

## Vehicle Wraps Whet Foodservice Customers' Appetites

**WeDo vehicle wraps.** The owners of a Mexican eatery with several locations requested a consultation to discuss their marketing needs for the coming year. The meeting initially focused on refreshing their website and direct mail pieces. But talk soon turned to vehicle-wrap marketing, when the owners let slip their plans to buy a delivery van and open a new but separate catering business.

It quickly became apparent that, despite their success, the restaurateurs knew little about vehicle wraps and the boost wraps can give to local foodservice marketing.

### Branded Vehicle Wraps

After concluding their website refresh and direct mail projects, we explored the idea of outfitting the new catering van with a branded vehicle wrap. We recommended that the imagery reflect their stores' existing imagery and motif, and shared with them that according to the Outdoor Advertising Association of America, wrapped vehicles can garner up to 70,000 impressions each, per day, making them the lowest cost-per-impression of any advertising format. Enticed by these potential returns, the owners requested

some visual concepts and a meeting with our lead wrap designer. After seeing that their in-store theme and branding could be affordably applied to their delivery van's exterior, the owners selected a design, which was affixed to the vehicle two days earlier than promised. They were delighted.

After gaining a clear understanding of vehicle-wrap marketing's uses and benefits, the owners were all-in, even going so far as commissioning us to round out their integrated marketing campaign with a short video featuring their newly wrapped vehicle delivering food around town.

Just nine weeks after campaign launch, the owners purchased and wrapped a new food truck, which like the van before it, has become a familiar sight throughout their service area. They even started "Food Truck Fridays" in the parking lot of a large local office park, further expanding their brand presence within the local community.

Whether it's one vehicle or an entire fleet, your brand is in expert hands. Drive your message home with quality car graphics from Sir Speedy.

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