
THE ULTIMATE GUIDE TO
VEHICLE WRAPPING



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WHY ARE MORE BUSINESSES GETTING THEIR VEHICLES WRAPPED?

Are there times when you've looked at your car, van or truck and wished it was doing more to promote your business? Perhaps you've got a bit of signage on the side that's seen better days. Maybe you don't have any signage at all.

With a staggering four-million white vans on Britain's roads today, what most people don't realise is their vehicle could be a billboard on wheels advertising what they do, morning noon and night - on the road, in a traffic jam, parked at the supermarket or on the drive. So why don't more business owners and marketers opt to get their vehicles wrapped?

The truth is, they tend not to think about it.

This guide will help you understand what a vehicle wrap is, the benefits of getting one and how, with the right design and message, it can rapidly increase your exposure and drive business your way.

You'll discover:

- **The commercial case for getting your vehicles wrapped**
- **How it compares with other types of marketing**
- **How to create a design that turns heads**
- **What the vehicle wrapping process involves**
- **What to expect from a good supplier**

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TAKING ADVANTAGE OF YOUR MAIN MARKETING ASSET

Most company owners don't have enough hours in the day to think about the things they should be doing to promote their business. Meanwhile, many marketers are stretched by competing priorities, and it's unlikely vehicle branding is high up on the list. But it should be, because good vehicle branding achieves three important things:

- **Provides strong, evergreen visibility**
- **Increases lead generation**
- **Delivers unparalleled ROI**

If business owners and marketers stopped to consider how much value and benefit they could get from a good vehicle wrap, they would waste no time getting one.

TOP 10 BENEFITS OF VEHICLE WRAPPING

- 1 **Boosts exposure and brand awareness**
- 2 **Increases inbound enquiries**
- 3 **Helps build a wider customer base**
- 4 **Ensures a focal point and a greater sense of identity**
- 5 **Creates the right first impression**
- 6 **Sets you apart from your competitors**
- 7 **Helps drive traffic to your website**
- 8 **Protects your vehicle**
- 9 **Makes you instantly recognisable within your community**
- 10 **Provides long-lasting, affordable vehicle customisation**

In short, a wrap is the perfect way to differentiate your business offering, raise your brand profile and secure more business.

THE COST BENEFITS OF VEHICLE WRAPPING

Research by vehicle wrapping producer, 3M, reveals that, compared to radio and television advertising, flyers and online marketing, vehicle wraps are the most cost effective form of marketing.

SOME IMPRESSIVE VEHICLE WRAPPING STATS



Advertising on Twitter, Facebook, and YouTube costs, respectively, £5.50, £4.90 and £7.44 per 1000 impressions. For high-impact vehicle graphics, it's just 36p*



At just £2.15 per 1000 impressions, PPC may seem well priced, but you will pay per 'click' which doesn't guarantee quality of the leads coming in



The average cost per 1000 views in targeted magazines is £21.46 - 60 times more expensive than vehicle graphics



A single wrapped vehicle, driving intercity, can attract up to 16 million views a year



According to the Department of Transport, in 2016 light commercial vehicles averaged 12,811 miles each year and travelled a combined 48.5 billion miles on the UK's roads



Going by a conservative estimate of 600 views per mile, for each vehicle, puts the total number of impressions, UK-wide, at a staggering 30 trillion!

Say your van gets seen 10,000 times each week (a very conservative figure), that's roughly half-a-million times a year. If just 1% of the people who see it get in touch, that amounts to 5,000 potential new enquiries coming your way each year. Just for driving around.

It's the reason large companies such as Sky go to great lengths to ensure their entire fleets are covered with branded vinyl wraps. With 2,500 vans on the road, Sky's rolling stock attracts around 19 billion views each year. That's around 300 views for every man, woman and child in the country.

The bottom line is, a vehicle wrap costs 10% of the overall price of leasing and running a van, a mere £0.82 per day** - less than the price of a cup of takeaway coffee.

So the question isn't, 'can you afford to have a van wrap?' but 'can you afford not to?'

* Figures taken from [speedpro](#), and 3M

** Calculated by dividing the average price of a vehicle wrap (£1500) by the number of days a good quality vehicle wrap should last (1825 days or 5 years)

A NEW LEASE OF LIFE FOR OLDER VANS

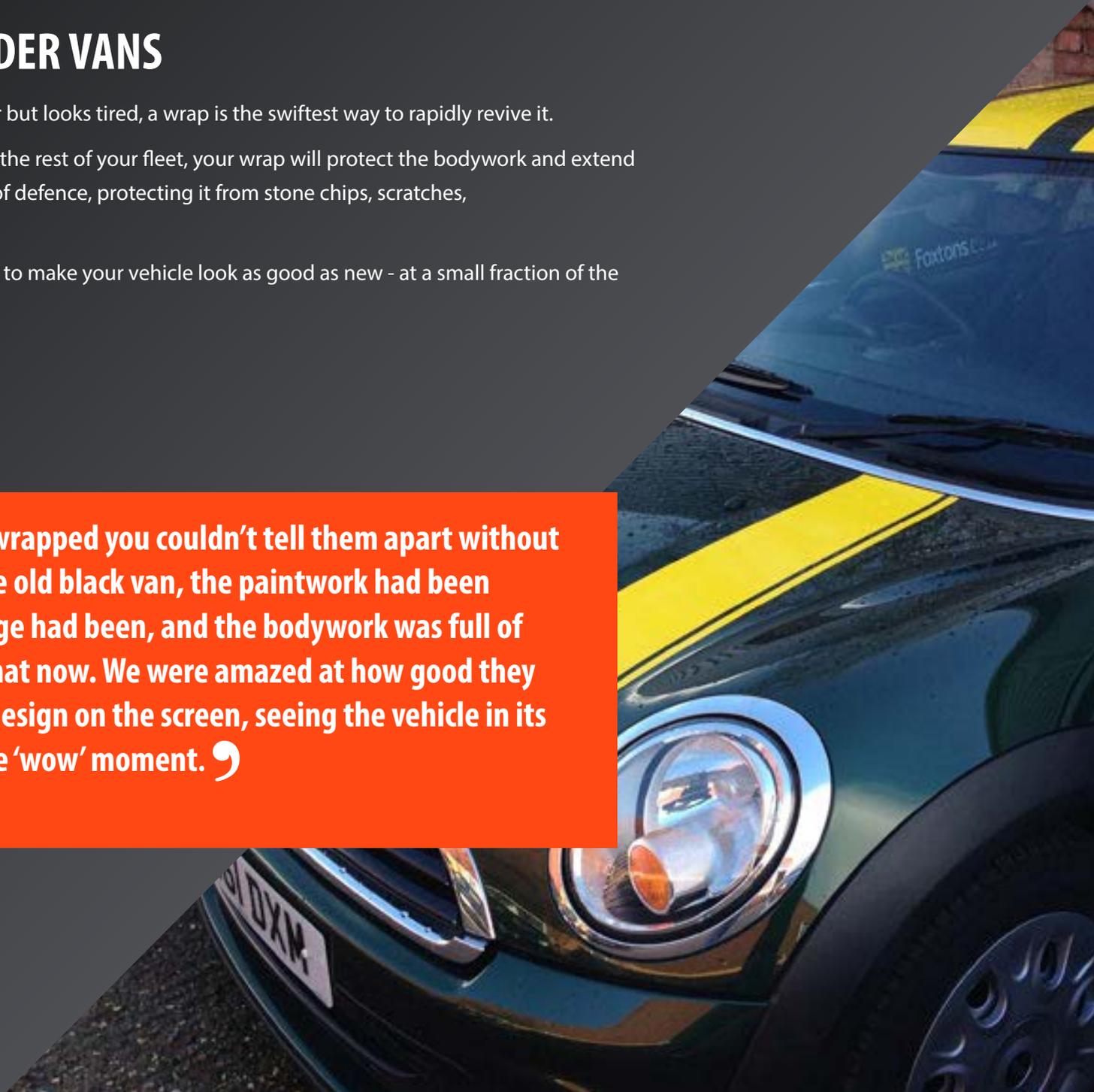
If you've got an old van that's in good mechanical order but looks tired, a wrap is the swiftest way to rapidly revive it.

As well as bringing your vehicle's exterior into line with the rest of your fleet, your wrap will protect the bodywork and extend its overall lifespan. Think of it as your vehicle's first line of defence, protecting it from stone chips, scratches, airborne pollutants and general wear and tear.

Compared to respraying, wrapping is **THE** quickest way to make your vehicle look as good as new - at a small fraction of the cost of investing in a new model.

“ When we got our old and new vans wrapped you couldn't tell them apart without looking at the number plates. On the old black van, the paintwork had been dulled, where the old magnet signage had been, and the bodywork was full of scratches. But you can't see any of that now. We were amazed at how good they looked. Even though we'd seen the design on the screen, seeing the vehicle in its shiny new second skin was a genuine 'wow' moment. ”

Janine Blackburn, Director, JB Sales



GETTING STARTED WITH A DESIGN

Now that you've considered the financial and business benefits of getting a vehicle wrap, the big question is: what should you include in the design? Well, the first and most important rule is...

KEEP IT SIMPLE

Your car, van or truck will often be moving so you'll want your design to be big and bold enough for people see it when its driving by. Better still, you'll want them to remember it.

One or two striking images, a strong value proposition highlighted in your slogan, and a simple call to action plus your contact details are all you need. Highlight the things your business does best or that bring the most profit into your business.

Above all, avoid listing everything you do. Too much information will dilute your core message and detract from the impact of your images. Less is more.

DON'T FORGET YOUR CONTACT DETAILS

Signposting people to a website or social media page is an excellent way to start building customer relationships. Consider putting a QR code in your design that takes people to a landing page on your site where you can capture their details, and start to engage.

If you'd like to find out more about how to align your offline and online marketing efforts, [check out this blog](#).



VEHICLE TEMPLATES: THE IMPORTANCE OF PLANNING YOUR WRAP

Every wrap design starts off as a template. It's a vital stage in the process that allows you to check everything is accurately represented.

Your template will be matched specifically to your vehicle taking into account the precise position of every bumper, mirror, trim and window.

Using leading layout software, such as Adobe Suite, your vehicle wrapping supplier will work with you and/or your designer to make sure that your template maps your vehicle's body down to the nearest centimetre.

Seeing how your wrap will look on your vehicle before it gets printed is perhaps the most important part of the vehicle wrapping process. It's the last chance you will have to make changes and ensure your wrap looks just the way you envisaged.

[You can request YOUR vehicle templates here.](#)

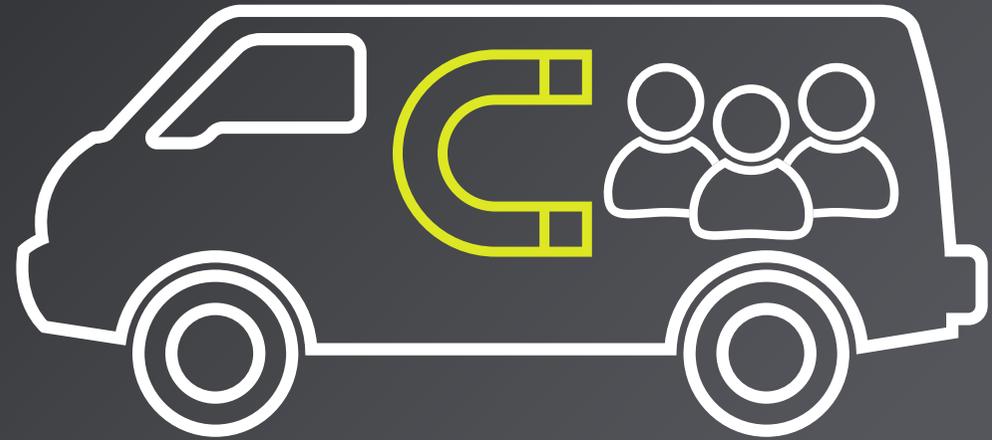
VEHICLE TEMPLATES ALLOW YOU TO...

- 1 Visualise your van before your wrap is printed and applied
- 2 Ensure your design accurately matches your vehicle panels
- 3 Check for errors, especially in your contact details - should that .com be .co.uk? Is there a digit missing in your phone number?
- 4 Revise colour choices
- 5 Test QR codes to make sure they work (the last thing you need at this stage is a dead link!)

DESIGN TIPS THAT WILL TURN YOUR VAN INTO A CUSTOMER MAGNET!

Your design is for one purpose: to wow and win customers. Here are a few simple tips to make sure it does just that.

- 1** Say as much about what you do in as few words as possible. Try out this [‘caption sense checker’](#) for size
- 2** Use every panel of your vehicle to showcase your design (including the back) so potential customers can see your business proposition from all angles
- 3** Two or three strong colours are enough for a great design. Many successful brands use just one. Choose a Pantone you love
- 4** Use no more than two fonts. As with colour, too many fonts cause confusion. Keeping things clean and simple is the best way to impress
- 5** Images should be submitted at a resolution of 300 dpi. That way they’ll look as clear and crisp on your van as they do on the screen
- 6** During the design phase, regularly engage with your vehicle wrapping supplier to get their input - and the best results



DON'T HAVE ANY HIGH RES IMAGES?

No problem. Do what JB Sales did...

'We actually used our main supplier's official product photographs, which are clear and sharp even though they've been blown up to a large scale. When the van wraps were done, and we sent them the photos, they were absolutely delighted with the result. The fact that it's helped cement an important business relationship for us has been an unexpected side benefit.'

Janine Blackburn, Director, JB Sales

THE VEHICLE WRAPPING PROCESS IN A NUTSHELL

PREPARING YOUR VEHICLE FOR WRAPPING

Here are a few simple things you can do to ensure a quick turnaround of your vehicle wrap:



- 1 Clean any caked-on dirt, dust and grease from your vehicle before you deliver it to your supplier**
- 2 Do not apply any kind of wax when cleaning. Wax creates a greasy film that stops the vinyl from forming a good bond with the vehicle surface so it will need to be removed**
- 3 Deliver your vehicle to the wrap supplier on time so that wrapping preparations can begin and you can ask any final questions you may have**

Q HOW LONG DOES THE ENTIRE VEHICLE WRAPPING PROCESS TAKE?

A From start to finish, the time taken to generate the design and wrap the vehicle is around two weeks. The vehicle wrapping itself takes just two days—a day to clean and wrap the vehicle, and a day for the wrap to bond. Then, you're good to go!

MATERIAL MATTERS

A reputable firm will use only the best cast films from brands such as Avery Dennison, 3M, Arlon, and Oracal. These films stretch well, conform to the contours of your car or van's body and remain securely in place for years.

Less reputable firms will likely compromise on wrap quality by using cheaper vinyl to reduce costs.

Cheaper films may look okay for a week or two but will weather poorly over time and most likely suffer from one or more of the following:

- **PEELING AND BLISTERING**
- **CONCERTINA WRINKLES**
- **WRAP EDGES COMING AWAY**
- **FADING COLOURS**
- **BLOTCHES**

To avoid these problems, double check that your supplier uses one of the brands mentioned above. If they don't, find a different supplier.

HOW TO TAKE CARE OF YOUR VEHICLE WRAP

To keep your wrap looking as new and shiny as the day you collected it, follow these few simple rules:

- 1 Use a high-quality car shampoo with a low or neutral pH level, or use a waterless wash
- 2 Take care if using a jet wash to clean your wrap. A sustained high pressure water flow being directed too closely to the wrap may cause the film to peel away
- 3 Be cautious when using drive-through car washes as the stiff bristles may scratch the vinyl
- 4 Do not use wax polish - it won't make your wrap any shinier and could cause your wrap to blister or fade
- 5 Try not to get petrol or diesel on your wrap. Over time the fuel's corrosive properties may cause discolouration



BUSINESS CRITICAL QUESTIONS TO ASK YOUR VEHICLE WRAP SUPPLIER

Trusting the right wrapping supplier with your vehicles when it comes to creating, making, managing and delivering your wrap is crucial.

Here are some questions you should ask for peace of mind:



Q Do you have case studies and images of work you've done for other people?

A Ask your supplier to show you some examples of completed work. A portfolio of case studies and positive testimonials will reveal how good they are and indicate how long they have been in business.

Q Are you a print company, a design company, a vehicle wrapping company or all three?

A The best companies should be able to provide an end-to-end solution and also put you in touch with a good designer if they don't have one in-house.

Q I can't afford any business downtime. Can you provide a replacement vehicle?

A It's unusual for a supplier to provide a vehicle replacement service while your vehicle is being wrapped. If you can find one that does, you're in luck!

Q What sort of aftercare do you offer?

A If anything goes wrong in the first few weeks, you might need a rewrap. With this in mind, look for a supplier that has a no-quibble policy. It's also worth asking about extended warranties if you need cover for a year or more.

Q I've got a fleet of vehicles. Are you able to work at scale?

A If you run a regional or national business with lots of vehicles, you need a company that can organise production lines and manage teams. Ask your supplier to provide examples of some of the more complex vehicle wrapping projects they've worked on.

Q Do you offer finance?

A If you're getting several vehicles wrapped, the costs can mount. A reputable supplier will be able to arrange financing options such as payment by instalments or getting the cost of the wrap included as part of your van lease.

THAT'S ALL FOLKS - IT'S A WRAP!

That's pretty much all you need to know about getting your vehicle wrapped - a nuts and bolts, end-to-end outline of how to make your wrap a reality, including the processes involved.

It's worth noting that, while this eBook has focused mainly on the wrapping of vans and cars, an experienced supplier will be able to wrap pretty much anything. We're talking motorbikes, horse boxes, tuk-tuks, buses, coaches, coffee trucks... even helicopters. From the mundane to the quirky, just about any mode of transport can be wrapped.

The biggest challenge? Getting your creative elements together and your design to the stage where you know that, once it's on your vehicle people will notice and talk about it.

So, if you're still not sure about how you want your vehicle to look, take some time to check out the vehicle wraps you see on the road, or online, and make a note of the ones you like and don't like. Build your ideas around those that resonate most with you, take photos, then discuss them with your supplier who will help you and your designer refine your ideas and bring them to life!

HAPPY WRAPPING!



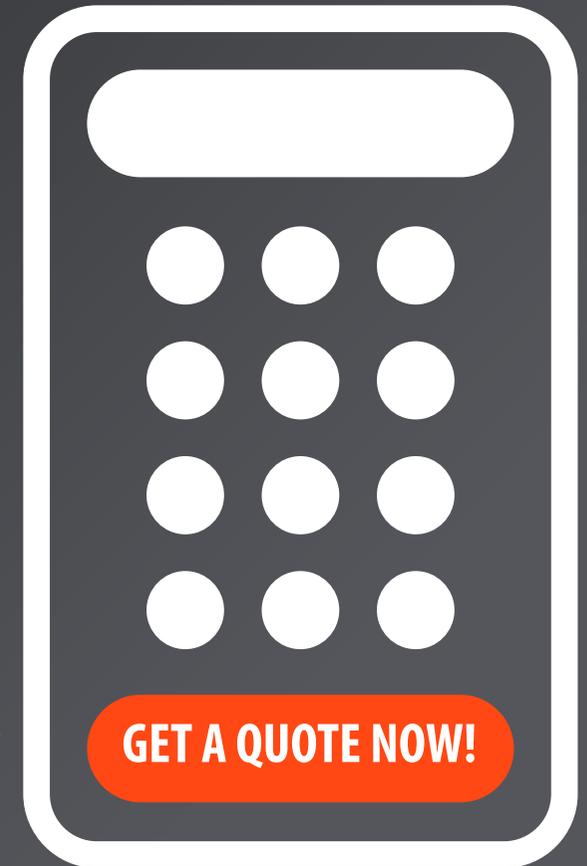
ABOUT RACCOON

Raccoon is a large format printing company and vehicle wrapping service, helping businesses to increase visibility and awareness of their brands with cleverly designed printed graphics.

Having wrapped vehicles for over 20 years, Raccoon has a team of specialists who are on hand to convert, fit-out and wrap vehicles for any industry, from retail to food and drink and technology.

Visit the Raccoon website to find more information on the best ways to showcase your business using a well-designed vehicle wrap.

Check out our pricing calculator to receive a custom quote for your vehicle wrap idea



If you would like to speak to our team about your vehicle wrap requirements, please get in touch

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