

# A trucking good idea

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*Commercial feature:* Hot on the heels of international trends, RollingMedia is delighted to launch an innovative suite of media packages for brands looking to maximise their outdoor visibility.

In Europe, Asia and the USA, truck advertising via established fleets is often a valued component of the brand media mix. And now RollingMedia in South Africa is offering an exciting opportunity for brands wanting to advertise on their fleet of more than 300 nationwide trucks.



Using innovative print technology and with options to suit both established and upcoming brands, RollingMedia elevates the concept of branding on the side of fleet trucks to 'moving art' that looks great and creates a lasting impression. And unlike traditional vinyl applications on trucks, RollingMedia's 'banner frames' allow for artwork to be rotated and kept fresh.

Patrick Wharton-Hood, MD of RollingMedia, says that "Research studies indicate that consumers actually appreciate quality truck branding and do not regard it as intrusive as conventional billboards."

Used as part of a strategic marketing plan, a truck fleet will deliver a strong message. According to Wharton-Hood truck advertising provides greater reach and longer lasting impressions than traditional outdoor advertising.



He says "just one truck operating in a large city can deliver more than 40,000 advertising impressions per day."

## Keep it simple, make it striking

The key to maximising success of this medium is to have a simple message and a striking visual that guarantees your brand will stand out from the crowd. Using a design team who understand this medium is recommended, and RollingMedia has partnered with an established design agency to offer clients the option of designing bespoke solutions for the side of their fleet trucks.

From full body wraps covering the entire truck in a sleek looking 'second skin', to single side panels, campaigns can be tailored to specific urban areas, regions, or nationwide.

Advanced fleet tracking technology means effective measurement and evaluation is guaranteed, and Wharton-Hood is in no doubt the "advertisers will reap the benefits". A special pre-launch offer of 50% off advertised rate card is available on campaigns booked before 31 January 2013.

So visit [www.rollingmedia.co.za](http://www.rollingmedia.co.za), get your brand on the road, and leave a lasting impression with consumers!

For more, visit: <https://www.bizcommunity.com>