



SCULLY HIRE "TRUCK" ADVERTISING

SCULLY HIRE "TRUCK" ADVERTISING is a outdoor mobile media network, with headquarters in Queensland Australia.

SCULLY HIRE "TRUCK" ADVERTISING (Australia), provides local, regional and national AD campaign services for advertisers, ad agencies and media buyers.*

SCULLY HIRE "TRUCK" ADVERTISING offers numerous out-of-home AD space products and services to businesses who seek a superior truck side campaign and/or a mobile billboard solution. Many offer fleet graphics services to businesses who operate fleets of vehicles and recognize the value of fleet signage and mobile outdoor advertising. SCULLY HIRE "TRUCK" ADVERTISING are dedicated to providing clients with quality advertising services and satisfying their needs. When you work with SCULLY HIRE "TRUCK" ADVERTISING, you can rely on professionals who go the extra mile to insure your mobile advertising truck campaign or fleet graphics project receives the quality products and services you deserve.

SCULLY HIRE "TRUCK" ADVERTISING work with you on your AD campaign. Our numerous mobile AD programs give you more flexibility and options to work within your budget. Also, we offer customized truck side advertising services which include nine AD sizes. SCULLY HIRE "TRUCK" ADVERTISING AD campaigns include installation on the sides of trucks, maintenance of all ADS and monthly impression charts. SCULLY HIRE "TRUCK" ADVERTISING deliver effective, affordable and an exclusive showing of your ADS on trucks.

SCULLY HIRE "TRUCK" ADVERTISING trucks are all-white local delivery trucks, long haul (big-rig) semi-trailers and mobile billboard trucks. Mobile billboard AD trucks are owned, operated and maintained by large and small quality carriers. Carriers are selected because they are just as proud as we are when it comes to good, clean, all-white equipment. They travel within metropolitan cities or over the road from city to city and are on the road 8 to 10 hours a day, 5 to 6 days a week. Rest assured, your AD campaign will receive broad coverage on our network of trucks.

SCULLY HIRE "TRUCK" ADVERTISING premier media brand stands for value and quality service. We offer the best selection of outdoor mobile advertising

Our Commitment

While no one cares more about your business than you, SCULLY HIRE "TRUCK" ADVERTISING are committed to your success by helping you reach 1000's of consumers everyday with high visibility AD space.





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Keep it Simple

While designing your outdoor advertising campaign make sure your message communicates simply and effectively within 3-5 seconds. You may only have half that amount of time with some viewers, so keep it simple.

Outdoor is usually viewed from distances of 25 to 500 feet - so your message needs to be brief, simple and clear.

Color...Choose colors with high contrast in both hue and value. Contrasting colors work best when viewed from a distance. Colors without contrast will blend together and obscure the message.

Copy...Keep it to 7-10 words or less and be concise to register quickly in the mind of a moving audience. A great graphic is worth 1,000 words.

Font Type...Your Creative lettering should be simple, clear and easy to read.

Be careful with spacing between letters and between words. Letters with too little spacing tend to merge when viewed from a distance.

Simple, sans serif type faces work best in outdoor; ornate, serif typefaces do not

Vehicle Wraps

Full Wraps

Maximum impact with tremendous results. A Full Wrap commands attention in any setting by transforming any vehicle into a powerful moving billboard. It doesn't matter what angle it is viewed from, the public eye will always be drawn to it.

Red, blue, gold, pink... it doesn't matter what color your vehicle is to start, Full Wraps has you covered! One of the awesome features of a Complete Wrap is that the design takes on a new life of its own by incorporating the specific body type of the chosen vehicle. Even one design, when applied to several different vehicle bodies, produces several different impressions because of the unique 3D canvas it is showcased on.

When you want to make a lasting impression, go big and go bold. Get your SCULLY "TRUCK" AD Wrap today!

Partial Wraps

This approach combines the traditional cut-vinyl application with the impressive photographic capabilities of the digital world. With premium design, this powerful combination delivers eye-popping results every time. This option is ideal for companies with set budget considerations and is also a fantastic cost effective solution for that extra visual punch in fleet advertising.

With a Partial Wrap, you maximize impressions with minimal investment. We take a close look into all aspects of our unique vehicle canvas. Vehicle colour, size, dimension, and overall unique body type are just some of the considerations we take in designing each clients custom vehicle "billboard".





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What's a Vehicle Wrap?

Vehicle advertising reaches consumers not exposed or lightly exposed to newspaper or television. For instance it was found that people with long commutes are more difficult to reach with newspaper advertising; however 96% of Australians travel in a vehicle each week either as a driver or as a passenger. A fair display advertisement in the Yellow Pages can reach costs of AUD \$ Thousands for just one year. In that common approach, you have to wait for someone to pick up the right directory where you are listed, share space at all times with direct competitors and hope that the potential client will choose you from all of the others listed. Besides, most businesses in the same industry will be listed in the same pages, whereas with mobile advertising, Wraps delivers the information in a unique way to your target audience. Vehicle advertising reaches everyone without discrimination.

STATIC Vs. MOBILE BILLBOARDS

Information from 3M tell us that "research has been able to determine the effectiveness of moving billboards, or fleet advertising, through the study of Global Positioning Systems installed in trucks and traffic counts. This first-ever study was performed by the Traffic Audit Bureau (TAB), an independent non-profit organization that authenticates the circulation of out-of-home advertising such as billboards.

In the recent trial using a Seiko ad, one truck reached an estimated 40,585 people a day in Sydney, where an average billboard reaches about 48,000 people. While the exposure is comparable, the cost for fleet advertising is half that of traditional outdoor advertising, or 70 cents per 1,000 impressions, according to TAB.

"Fleet advertising represents a unique media opportunity. It is less likely to get lost in the clutter or blend in with the background, as other out-of-home advertising can sometimes do," said Bob Swanson, advertising manager, Seiko. "If used strategically, fleet advertising, by its very nature, has the potential to be more dynamic and captivating."

WRAP FACTS

Here are some of the factual aspects that make vehicle advertising such an attractive option for your marketing strategy.

Cost-benefit

One of the many benefits that makes vehicle advertising so attractive is the actual cost involved to produce a wrap. With partial wraps and complete wraps, Wraps has something for every business' budget. Vehicle advertising is by far the most cost effective way of exterior advertising.

Impressions

According to the Transportation Advertising Council, vehicle advertising generates between 30,000 – 70,000 daily vehicular impressions.

Paint protection

Vehicle wraps protect paintwork against sun damage, minor abrasions and small stone chips. The vinyl can also be removed after the promotion, or vehicle turnover, leaving the original paintwork in the same condition it was before it was covered.



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Impact

Unlike traditional forms of outdoor advertising, vehicle advertising goes to where the people are. Vehicle wraps demand attention and gets the message to the highest visibility areas and most densely trafficked areas of cities, towns, parkades, shopping malls, restaurants, highways and byways.

A recent poll shows that:

90% of travelers notice graphics on wrapped vehicles

75% of consumers form impressions about a company based on the fleet graphics

30% of consumers base buying decisions on impressions they receive from company vehicles.

What are you waiting for? Call SCULLY 1800 for you Wrap

