



SEEN AND SHARED

Six thousand pairs of eyes an hour see a vehicle livery when it's out and about, it's said. No harm though in sharing the experience and spreading the word a little further...

It is unlikely that anybody reading this will need reminding just how potent a means of advertising vehicle wraps are considered to be these days. It bears repeating, about six thousand pairs of eyes an hour are likely to see a vehicle that is wrapped when it is on the road.

In advertisers' terms, that is a pretty important number. Because, unlike a radio blast or television campaign, a vehicle makes repeat impressions, and does so for as long as it is on the road. Those numbers multiply impressively.

Botham's Bakery, based in Whitby, clearly sees great value in vehicle wraps and appreciates the potency of the medium in terms of the advertising reach it achieves. That didn't stop the region's favourite baker trying to get a bit more value out of the exercise still.

They offered a prize, a couple actually, to anybody photographing themselves with the rear of one of the vehicles, and sharing the picture on social media. That simple undertaking on the part of the snapper, would win them a place in the draw to win, in turn, a hamper.

To pull off an event like that, the vehicle had to look its best, and so the Baker went to Whitby based SD signs to have the job done. **Sean and the team prescribed and produced a rather tasty looking wrap for the exercise. Production was a mixed media affair.**



The rears of the vehicles were to carry the advertisement. SD Signs used **MetaCast MDC** Metamark's premium cast wrapping film for this part of the job. For anything that needs to fit where it touches, **MDC** is a great choice. In the experienced hands at SD Signs, the film fit a complex surface perfectly and the image does not convey a picture in any way distorted.

For the less demanding demanding elements of the vehicle, SD Signs drafted in **Metamark MD5** and **Metamark M7** Materials. Anyone who can claim SD Signs' experience in digital printing will understand the benefits of using **MD5** and, although it traces its roots to legacy materials, **M7** reflects the state of the art in SignVinyl.

The Botham's vans are now out in the wild and the campaign is said to be working well. Making the vehicle part of the event is a novel twist that perfectly fits the ability of any individual today to capture an image and broadcast it. Maybe the distinction between broadcast media like TV and more focused media such as livery is blurring. **One thing is for sure, SD Signs he's ready for more such work the moment it's asked to oblige.**

To pull off an event like that, the vehicle had to look its best, and so the Baker went to Whitby based SD signs to have the job done.



Metamark MDC - Cast Printable Vehicle Wrap Film with MetaGlide www.metamark.co.uk/products/metamark-mdc

MetaCast® MDC is a premium cast digital film, offering wrap professionals the ultimate performance for full vehicle wraps, featuring the MetaGlide adhesive technology.

Metamark (UK) Limited

Luneside • New Quay Road • Lancaster • LA1 5QP • Tel +44 (0)1524 387140 • Fax +44 (0)1524 387147

Metamark House • Octimum Business Park • Forsyth Road • Woking • GU21 5SF • Tel +44 (0)1483 571111 • Fax +44 (0)1483 570540

sales@metamark.co.uk

www.metamark.co.uk