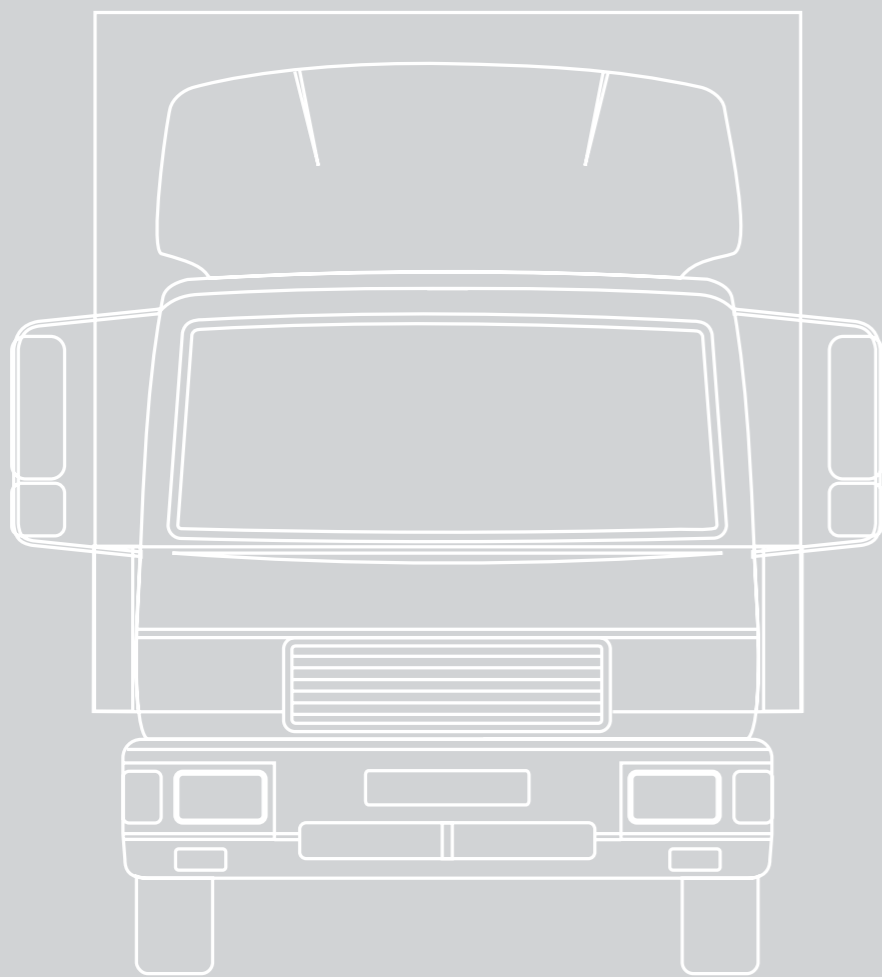




Media planning is driven by data and insight and 3M understands this. This is why 3M developed a unique evaluation tool, MOVIE.

MOVIE enables you to understand the power of 3M Fleet Advertising. Our model takes the most up to date vehicle data, matches this with your own fleet data giving you all the audience measurement figures you need when evaluating media options.

MOVIE will show you how 3M Fleet Advertising can deliver, either as a stand alone communications channel, or by working with other channels as part of your integrated campaign.



media
effectiveness
and
measurement

Contact us

To find out more about 3M's Fleet Advertising solution, for more information on MOVIE or the payment options available please call 01344 857850 or email commgraphics.uk@mmm.com

www.3m.com/uk/fleetadvertising



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3M Commercial Graphics



About 3M

For more than 100 years, people around the world have looked to 3M for products and ideas that solve problems and help make the world smarter, faster, healthier and safer. With a turnover of more than \$21 billion, more than 55,000 products, 40-plus core technologies and leadership in major markets in more than 200 countries, 3M continues to develop ingenious solutions to meet the needs of people and businesses worldwide.

Media Solutions and Scotchprint Graphics from 3M

3M is trusted by the world's greatest brands in many business sectors to deliver the highest quality graphic solutions to promote and strengthen their businesses through: traditional and digital signage, large format printed graphics, window and pavement promotional graphics, and all types of vehicle graphic applications.

For decades, 3M products have been used to exploit the communications and media potential of trains, boats, planes and all kinds of public transport vehicles, whilst our high quality graphics have been setting the industry standard for quality, performance and value across highly visible corporate fleets throughout the UK.

Peace of mind . . .

3M has long been the brand that delivers peace of mind. The warranty for Scotchprint Graphics from 3M ensures the performance of the finished printed graphic every time. Our network of experienced Scotchprint Graphic Authorised Manufacturers are leaders in the UK fleet graphics market with extensive knowledge of fleet logistics and graphic installation through many years of working closely with leading consumer and business-to-business clients nationwide.

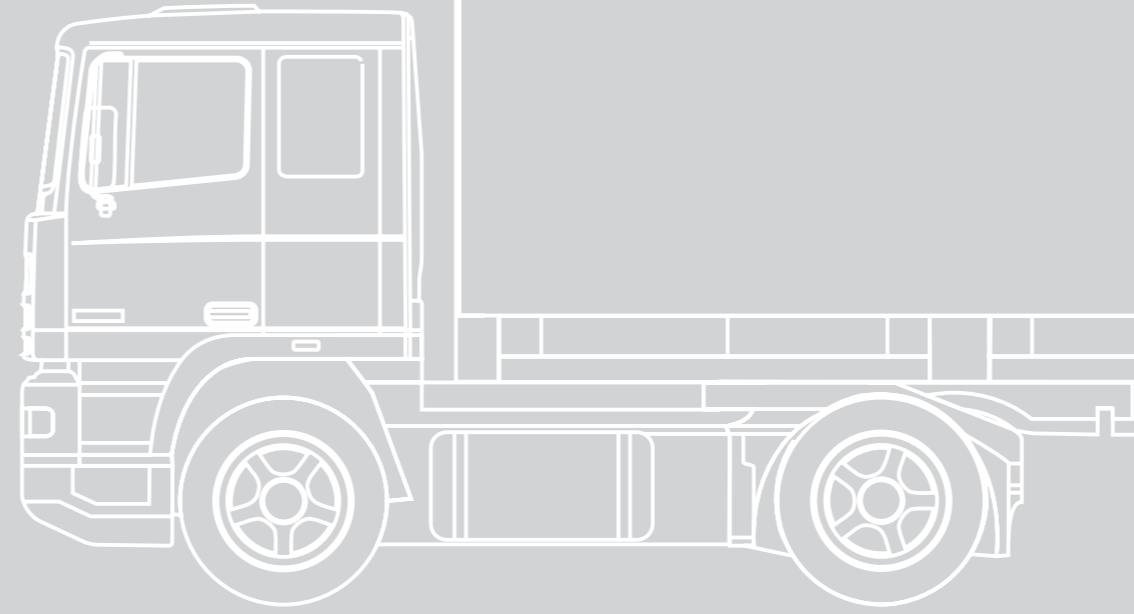
3M is trusted by
the world's greatest
brands
in all business sectors



3M Fleet Advertising

Our latest innovation adds a new dimension – a fully flexible fleet advertising solution allowing you to undertake campaign changes in less than 20 minutes per vehicle side, minimising downtime, allowing your fleet to be used as an effective media tool, upweighting outdoor activity and gaining you coverage in new geographical areas.

With 3M's Fleet Advertising solution you can transform your commercial fleet into flexible media space to promote your own brands, run supplier linked campaigns or even carry third party advertising messages.



ultraslim
lightweight
and
unobtrusive

So how does it work?

There are two processes involved in the system. The first is the one-off installation of an ultraslim, lightweight, unobtrusive aluminium frame which is **bonded** to the vehicle. The second involves simply sliding in a pre-printed, reusable, dirt resistant advertising panel which can be changed as often as you like.

reusable
dirt resistant
advertising panels



Payment options

The system has been fully tested by MIRA and all installation and campaign posting is project managed and carried out by 3M authorised partners.

For added peace of mind, the entire solution is warranted for the lifetime of your campaigns, and the warranty for Scotchprint Graphics from 3M covers the print quality, durability and accurate colour matching of your printed advertising panels.

Combined with the dirt-resistant properties of the printed panels due to a specialist 3M coating, which also offers protection against abrasion, you can be confident that your promotional graphics will stay looking good for the lifetime of your campaign.

As well as providing innovative product solutions, innovative and flexible payment solutions are also available direct from 3M.

You can pay for your fleet advertising on a campaign by campaign basis, just as you do with your other outdoor spend.

Or, if high upfront costs and irregular spend would put unwelcome strain on your budget and marketing planning, 3M has the answer. Our Graphic Rental Plus payment option allows you to spread the cost of your campaigns over a pre-agreed contract period, leaving you with a fixed monthly fee. This solution is ideal if you have a fixed plan for your promotional campaigns and wish to spread the cost over a longer period of time.