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## Wrapping your ad efforts

Third party marketing becoming the new “must” for ad campaigns

Jara Kral says he knows the perfect way to complement your marketing program. It comes with minimal costs but can garner up to 8.4 million impressions per year.

Interested?

The idea of vehicle decal work is nothing new. Most dealership shuttles these days have some form of store advertising affixed to the side of the vehicle. But Kral, head of Market Your Car Inc., says the newest craze called third party marketing is seeing businesses pay to “rent” the space on the exterior of someone’s car.

And it is working its way into the dealer realm.

“Let’s compare it to a billboard,” he says. “A large billboard in a high traffic spot can cost around \$10,000 a month, and, while it will get a high number of impressions, it is tough to compare that number when you can wrap your car for \$2,500, have it last for five years and be seen by millions and millions of people.”

Market Your Car Inc. says it has a stable of drivers who are offering up the exterior of their current vehicles to act as ad space for you.

Companies like Sikorski Sausages Co. and The Food Dudes use Kral’s full vehicle wraps and Oxford Learning Centres is currently paying ordinary people to cover their vehicles in a custom vinyl wrap, the company says.

Drivers are paid a monthly fee depending on how many kilometres they drive, up to a maximum of \$1,200.

The moving billboards mean your message can be seen all the time and is not dependent on publication or production schedules.

For car dealerships, he recommends starting smaller by adding vinyl decals to demo cars, vehicles on the lot visible from the road and the dealership customer shuttle.

From there, dealers can go for a full wrap and paid driver if it fits into their advertising plan. Cost depends on vehicle size, but wraps normally run around \$2,500 and come with a five-year warranty both on “material failure” and installation.

We use 3M decals and graphics, he adds.

Kral uses a sports example to explain the program’s potential: If you look at a golf apparel company, he starts, we can find an avid golfer who routinely plays specific golf courses near the store and wrap his car with the store’s promotional material.

With his car parked in course parking lots, the store’s target audience, golfers, will see the ad. Then there is the word-of-mouth aspect and promotional products or flyers supplied by the company and handed out by the driver.

And something similar is possible for your dealership, he notes.

Kral says Market Your Car is currently handling de-



Mississauga Scion’s wrapped xB (above) turns heads on the road. Search for *market your car* on YouTube for a video on how the team wrapped the hip new ride.



cal work for Mississauga Toyota and Mississauga Scion, having just completed a full wrap of a Scion xB for the store.

There are satellite offices in Vancouver, Calgary and London, Ont. They can handle installation all across the country.

For more information on third-party vehicle marketing, call 416-907-3579 or check out [www.marketyourcar.com](http://www.marketyourcar.com)