

# Candy Company Builds its Brands for the Long Haul



## Farley's & Sathers Candy Company Finds A Delectable Way to Promote Its Brands 24-7

The candy maker, with a history dating back to the early 1800s, is cooking up innovative new ways to promote its favorite candy brands. Farley's & Sathers chose 3M™ Scotchlite™ Reflective Graphic Film to colorfully feature 10 major brands on 93 of its 53-foot trailers.

"Our goal is building brand recognition over the long haul," said Steve Luitjens, senior vice president of Sales and Marketing, Farley's & Sathers. "That longevity was important in justifying the investment."



"When people see the reflective graphics, they often take a second look, and that tells me we truly made an impact."

Michelle Graber,  
Marketing Services,  
Farley's & Sathers



## Sweet Wheels - Moving Billboards

The company turned the trailers into media assets to expand the reach and impact of its brands. Looking to create a long-term, brand-building program, Farley's & Sathers chose from its mix of candy brands that are expected to be on store shelves years down the road.

## Boost Brand Awareness, Safety

"Graphic films will help us increase the number of impressions and increase brand awareness," said Michelle Graber, Marketing Services, Farley's & Sathers. "In fact, when people see the reflective graphics, they often take a second look, and that tells me we truly made an impact."

The company's drivers also report feeling safer when driving at night because of the film's high reflectivity. Even Farley's & Sathers' insurance company sees the potential for enhanced driving safety.

## Cost-Effective Solution

"Using fleet graphics is an extremely cost-effective way to build brand awareness," said Linda Roslansky, graphic designer. "We can't afford not to use our trailers as media assets."





## Build Your Brand

3M™ Scotchlite™ Removable Reflective Graphic Film with Comply™ Adhesive Series 680CR offers vibrant color for eye-catching graphics to strengthen your brand. Day and night visibility further multiplies the brand-building impact.

## Maximize Your ROI

Study after study ranks mobile media as the most cost-effective and influential advertising media available. This isn't surprising considering that a single, intra-city truck with graphics can generate up to 16 million visual impressions in a year (American Trucking Association).

## Be Visible, Be Safe

Scotchlite Reflective Graphic Films give fleet graphics bright, sharp nighttime and daytime visibility for enhanced advertising effectiveness and safety 24 hours a day.

## Quality, Guaranteed

Scotchlite Reflective Graphic Films are backed by 3M's strongest product warranty: 3M™ MCS™ Warranty. A rock-solid warranty covering everything from physical and manufacturing defects to adhesion, durability, removal, finished graphic appearance, labor and more.



Linda Roslansky,  
graphic designer,  
Farley's & Sathers

**“Using fleet graphics is an extremely cost-effective way to build brand awareness. We can't afford not to use our trailers as media assets.”**

## Media Asset-Value Comparison

Advertising Medium	Cost per thousand (CPM)*	Cost of Equivalent DEC
Television	\$23.70	\$1,445,700
Magazine	\$21.46	\$1,309,060
Newspaper	\$19.70	\$1,201,700
Prime-time television	\$18.15	\$1,107,150
Radio	\$7.75	\$472,750
Outdoor	\$3.56	\$217,160
Fleet graphics (average, annualized)**	\$0.48	\$30,000

\* Based on 61 million Prime DEC annually; average of top 40 media market from Media Buyers Guide.

\*\*Based on cost of test trucks in a three-month 3M study in San Francisco.



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