

Transporting Messages of Awareness

Road Scholar Transport Uses Vinyl Fleet Wraps to Promote Charitable Initiatives

Awareness is the first and most important step for a brand that is trying to attract customers. Similarly, in the nonprofit world, informing the public about an organization is necessary to inspire donations and new volunteers, and this can be quite a feat, considering the number of nonprofits competing for attention and support.

Reaching target audiences is increasingly precise via digital media and market research, but audiences have become acclimated to seeing ads all around them, from billboards on their daily commute to banner ads during their evening web browsing. Road Scholar Transport of Plymouth, Pennsylvania found a unique way to cut through the noise by promoting charitable causes through vinyl fleet wraps.

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—Jim Barrett, Road Scholar Transport



Driving Awareness

Jim Barrett of Road Scholar Transport answered a challenge from his wife to do more charitable work in the way he knows best. One Saturday, she asked him to participate in a walk to support breast cancer awareness and research, but he had a better idea about how to get the message out on a bigger scale – using his fleet of trucks. A week after the walk, Barrett completed a wrap with Avery Dennison® MPI 1105 Supercast Easy Apply™ RS for the American Breast Cancer Foundation on one of his tractor trailers. Pink trucks, after all, are bound to get people's attention.

"MPI 1105 has looked great in printing and application on our regular Road Scholar trucks," says Barrett. "It was a natural progression for us to use the film in supporting our Awareness Programs, which would require a suitable printed film."

The company's Awareness Program launched shortly after, with the mission of raising awareness for causes that are valuable to society. Road Scholar has supported over forty 501(c)(3) foundations, including Make A Wish®, Clayton's Hope Organization for epilepsy research and 93 Cents for Flight 93™, which featured a printed bald eagle design created by the HALO Foundation, the parent organization behind

93 Cents for Flight 93. Once each design is mutually agreed upon by Road Scholar and the nonprofit, the truck sets off to deliver its load and drive audiences to learn more about a new cause.

Research shows that people notice advertising on fleet vehicles and say it portrays a positive image of the advertiser. Road Scholar's own feedback from the charitable organizations whose brands are showcased confirms that the vinyl-wrapped vehicles are raising awareness, inspiring donations and bringing in volunteers.

"We don't only deliver freight," Barrett likes to say. "We deliver awareness."

Just the Beginning

Road Scholar has received widespread praise from people in all facets of its business, including employees, vendors and customers. Barrett has yet to see the program duplicated, but with over forty of his awareness trucks travelling through the North- and Mid-Atlantic United States, it may only be a matter of time before other freight providers take note. The company chooses nonprofits based on word of mouth and is happy to take suggestions for potential causes to support.

Products Used

- Avery Dennison® MPI 1105 Supercast Easy Apply™ RS

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A17101 07/2020

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