



Transporting a Message

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 Pennsylvania found a unique way to cut through the noise by promoting charitable causes through vinyl fleet wraps.

“MPI 1105 has looked great in printing and application... It was a natural progression for us to use the film in supporting our Awareness Program, which would require a suitable printed film.”

Jim Barrett, Road Scholar Transport