

## SIGN BIZ<sup>®</sup> VEHICLE WRAP CONTEST AWARDS

Design that Communicates Earns Accolades



*Orlando, FL (April 16, 2010)*- The Sign Biz Vehicle Wrap Awards (VEWAs) , the country's only nationwide competition celebrating the accomplishments of the Sign Biz Network's most successful digital sign designers and installers, has just announced this year's award winner for most successful company-branded vehicle wrap. This year's Vehicle Wrap competition generated dozens of entries, under the guidelines that the wrap must be of the sign company's own vehicle.

Doug Pierce of Innovative Signs & Graphics, Burlington, NC, received the most votes of those in attendance at THYNK<sup>2010</sup>, this year's International Convention for the Sign Biz Network, hosted in Orlando, Florida. The VEWA was presented at the Doubletree Resort on International Drive, and Pierce was recognized for his compelling vehicle wrap by more than 120 business owners and industry dignitaries.

The Ford van, fully wrapped in a freshly designed full color advertising motif, took 10 man-hours to complete. The designer, Dave Perry, has been an employee of Innovative Signs & Graphics since he graduated from the Visual Communications Training program delivered by Sign Biz Inc in June of 2008. The installers were Michael Teague and Joe Schembari, experts in vehicle wrap installations.

In reference to the competition's winning design, Pierce adds, "This gives us the benefit of a fantastic outdoor marketing tool for our business. The van more than paid for itself in the first six months when we generated enough business to pay for the cost of the wrap! We consistently, several times a week, receive comments from potential clients that they saw our van around town and came in as a result of it. I cannot imagine being in the sign business, or any business for that matter and not wanting to utilize existing vehicles to promote your business 24/7. We can't wait to get our next vehicle and get it wrapped!

The American Trucking Association says that 91 percent of people notice graphics on vehicles and 75 percent develop a favorable impression of the companies represented. The Outdoor Advertising Association of America claims that one vehicle can reach 30 to 70 thousand people in one day, depending on your market.

Teresa M. Young, President of Sign Biz, Inc., the promoter of the competition, adds, "In the marketing communications landscape, a vehicle wrap is more than a graphic design. It provides unique, compelling visual perspectives that help businesses enhance the power and ROI of their brand stories. And this year, it is advertising to the power of 2010! The success and interest in our 'Vehicle Wrap Makeover' competition has been so great that we will run another competition like this next year."



## **About Sign Biz® Inc.**

Sign Biz®, Inc., founder of a worldwide chain of independently-owned digital sign & graphics businesses, provides turnkey equipment, marketing, and operational support for its member companies in the digital sign and graphics industry. Consulting, project management and ongoing education programs and publications are offered to Sign Biz Network Members on an exclusive basis.

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