

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

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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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