



Baskin Robbins

Glendale, CA

DESIGNER: Bartel Design Group, Los Angeles, CA

GRAPHICS SUPPLIER: Lowen Color Graphics, Hutchinson, KS

MARKING MATERIALS: 3M 180C-10 Controltac

Everybody loves ice cream! And we just love Baskin-Robbins' brand new graphics. Lisa Wright, manager for creative services, says that to better reflect the more contemporary, updated image of the Baskin-Robbins brand, "we introduced a more vibrant, fun design with our strong signature color—pink—that can't be missed."

The company wanted to extend its "What's Your Flavor?" marketing/ad position to every aspect of its business, including its truck fleet. The design appears on 40 smooth-sided trailers. "We also wanted to update appetite-appeal with new product photography." We think they succeeded.

These graphics are "cheesy." And we mean that literally. Kraft Foods North America and its private fleet believe in the power of trailer advertising. This Velveeta trailer design was updated to reflect the company's newly enhanced logo, which is consistent with new product packaging and promotional advertising.

The Kraft Foods private fleet includes 300 tractors and 500 reefers. The new design appears on 12 vehicles. Brian Louse, fleet manager, says



Kraft Foods

Meason, WI

DESIGNER: Modagraphics, Rolling Meadows, IL

GRAPHICS SUPPLIER: Modagraphics, Rolling Meadows, IL

MARKING MATERIALS: Avery Dennison

the decals should last for approximately 8 years. He says no reflective graphics were used

since the bright red lettering against the yellow background shows up so nicely. We heartily agree.



Haverty's Furniture

Atlanta, GA

DESIGNER: In-house, Wesley Norris and Maya Gleyzer

GRAPHICS SUPPLIER: Media Vehicles Graphic Solutions, Suwanee, GA

MARKING MATERIALS: NUR Flexface vinyl with UV liquid laminate

While furniture can be hard to move around, Harverty's Furniture has found a way to get high-quality truck graphics that can be shifted easily to different trucks or sales territories. Taking the rolling billboard metaphor one step farther, Harverty's outfitted its delivery trucks with a special "quick-change" frame so it can use vinyl panels printed with long-term branding messages like the one pictured here, or switch to panels with short-term promotional messages.

In addition to flexibility, the fleet's new graphics approach also offers "re-usability" while providing "fresh, full-coverage, larger-than-life photo imagery [that] attracts the eye and increases recall," says Tom Curren, the company's vp of advertising.