

Livery Design Effectiveness in Commercializing

Fathin Maisarah Ahmad Fairuz and Azlan Zainal
Faculty of Art & Design, Universiti Teknologi MARA, Malaysia,

Abstract: We might see several vehicles with wrapped body pass-by in front of us each day. The livery itself might get you confused or clearly know what it is all about. According to Louise Cole [1] from article on Commercial Fleet, he said that livery fulfills several functions such as to advertise your brand, or the vehicles itself becomes a statement of company's value. It is clearly that dirty, poorly driven and poorly maintained vehicles will reflect on your brand. Most company does not really aware of the importance of livery design for their brand. There will be several objectives to be done. The first one is, to identify people's opinion on existing livery's design. Then, to find the best or updated design that suitable for their product or company. The last one is, to attract people's attention on their livery design. In order to achieve the objective of the study, the researcher will use a qualitative method to emphasize objective measurements and the statistical, mathematical, or numerical analysis of data collected through polls, questionnaires, and surveys, or by manipulating pre-existing statistical data using computational techniques. By the end of this research, we can conclude that livery design is important to help a brand to commercial their products every day as it is called 24/7 advertisement.

Keywords: *Livery design, Vehicles, Commercial, Brand.*

INTRODUCTION

Livery is a symbol that shows a relationship between its user and the corporate body of a brand. It is usually can be seen on vehicle such as car, van, lorry or even a giant truck. Livery is an important medium for each brand nowadays since we live in millennials, where everything is about compete, achieve satisfaction and goals for each company, therefore, the elements relating to the individual or corporate body feature in the livery.

Louise Cole [1], discovers based on article Commercial Fleet, *Livery: Advertising in motion can help build brand*, livery can fulfill several functions, the main function is to advertise the brand and the vehicles becomes the company values. The more the vehicle moving around across the country, the more the brand will be known by the users. Louise Cole [1] also state that livery reflects the company's professionalism, therefore, the company have to control or maintain the quality of the vehicles when moving around country.

According to article on Media Village: *How vehicle livery can solve your marketing problems*. [2], stated that livery vehicles give a brand opportunity to take

the name on the road and enhance the business's exposure massively. The article also stated that the amount of money needed to advertise the brand on the newspaper and wrap the livery vehicles probably the same. The thing is, what makes different between newspaper advertisement and livery advertisement is the amount of viewer.

Based on observation from the article *The Benefits of Vehicle Livery Graphics* by Hollywood Monster, [3], livery vehicle is roughly seen by 3,000 people per day. Imagine 3,000 pair of eyes on the branding can turn into 3,000 potential customers. The article also stated that livery vehicle design is the most cost-efficient advertising rather than place it on newspaper with small number of viewers, if lucky.

Overall, it may be said that nowadays livery vehicle is familiar. It can be motorcycle, car, van, lorry and etc. There are lots of livery vehicle can be seen daily and it serves delivery service, online taxi, courier, and many more. The company have to place effective design on the vehicles with clear information details and create the recognizable elements of the company for the potential customers to view.

LITERATURE REVIEWS

2.1 Definition of Vehicle and Livery Service

2.1.1 Vehicle

Based on article *What is Livery Service?* by BBZ Limousine and Livery Service [4], the term is derived from the French word “livree” which means “handed over.” Basically, vehicle is a manmade machine that transport people, packages, and etc. Vehicles include wagons, bicycles, motorcycles, trains, ships or boats, aircrafts and spacecraft. Bus and train are the most common form of vehicles used for public transport.

2.1.2 Livery Service

The definition of livery vehicle was coined by Media Village: *How vehicle livery can solve your marketing problems*, [2] is the process of transforming the vehicle appearance through the graphic design and vinyl sticker. Besides that, according to article *Vehicle Livery: What It Is and Why You Need It* by The SussexSign Company [4], the meaning of livery service is the most cost-efficient ways to create a strong brand identity. Also, the vehicle wrapping make the most often under-utilized advertising real estate.

Also, as stated in the article *Vehicle Livery: What It Is and Why You Need It* by The SussexSign Company [4], a consistent branded look across the premises, website, print assets and vehicle will reinforces brand recognition. Livery service also helps pushing out to your target audience 24/7, whether it’s parked outside a client’s house or on the move. Whether you choose a durable vinyl wrap or decals that shout out your contact details, your mobile advertising goes where your shopfront can’t.

2.2 Effective Livery Design

Design isn’t just about making things look appealing, or just about usability, or even just delight. It is about taking products from being usable to delightful, and then beyond that to make it meaningful to users and viewers. Design is also a way to deliver deep meaning to the customers through the experiences crafted.

The design function plays the lead role in defining the physical form of the product to best meet customer needs. The design function also generates information relating to many other aspects of the product prior to manufacture, post manufacture, and after the product's life has expired.

Andy Wilson, [5]: Press On, *Everything You Need To Know About Fleet Livery Printing*, discovers

based on article *Everything You Need to Know About Fleet Livery Printing*, vehicles is an advertising opportunity that seems like an obvious choice to give exposure to potential customers about the branding. It is depending entirely on the spend, the number of vehicles wrapped, and how often the vehicles be on the road to market the business. Generally, the graphic is accepted to be one of the ways to market the business.

To make the livery design effective enough, the company should arrange design of the graphic first, identify the corporate identity. Consult with marketing department and aligning the design with current brand guidelines. Then, ensure the designer is familiar with all details, including precise color specifications, before they start their work. Moreover, make sure they know the exact measurements and specifications of the vehicles in your fleet, stated by Andy Wilson, [5]: Press On, *Everything You Need To Know About Fleet Livery Printing*.

According to Fleet Management, [6] based on article *Make vehicle livery work for your company*, text should be clear and easy to read even when the van is on the move, while the rear of the vehicle is an obvious place to include contact details. The article also stated that some designs try to include too much information which loses the focus of the vehicle graphics.

This conclude that graphic designs on livery should be plan carefully and need consultation from other departments too. The designers should understand what’s the company required based on their company’s details and corporate theme. It is clear that effective designs are simple and recognizable but clearly state the details of the company for potential customers to take note.

2.3 Commercial through Livery Vehicle

James Chen, a venture philanthropist with a global outlook [7], coined that the term of commercial relates to commerce or general business activity. Also, the term of commercial is used to refer to a trading entity engaged in business activities that are hedged by positions in the futures or options markets. A commercial may also refer to an advertisement broadcast over a media channel.

Media Village: *How vehicle livery can solve your marketing problems*. [2], stated that traffic jam can be a market opportunity for the business. The long wait can give awareness to cars waiting behind the livery vehicle about the business and expose to them about the business. With vehicle livery, it could just be as simple as driving to and from appointments in

your branded vehicle and increasing the chances of attracting attention in the local area.

From the same article by Media Village [2], it discovers strategy used are 'organic marketing', which is turning assets that are already in use for other purposes into effective marketing tools. Therefore, the company vehicle used to visit clients can easily be transformed from a single purpose asset to an effective marketing tool which support your entire brand image.

Hollywood Monster: *The Benefits of Vehicle Livery Graphics* [3], stated that vehicle graphic allows the company to be creative with the branding, the more eye catching the better and with the use of durable and flexible vinyl film, the design has a seamless and vibrant look.

Overall, it may say that the livery design made to stand out from every other vehicle on the road with brightly colored and attract consumers' attention. By transforming the vehicle livery, it will grab attention and it will give impact to business as it such a 24/7 advertising, do not need much energy and no on cost after wrap your vehicle, stated by The SussexSign Company from the article *Vehicle Livery: What It Is And Why You Need It* (nd).

REFERENCES

- [1]Fleet Management (2017) , Commercial Fleet, *Livery: Advertising in motion can help build brand*
<https://www.commercialfleet.org/fleet-management/livery-advertising-in-motion-can-help-build-brand>
- [2]Media Village (2018), *How vehicle livery can solve your marketing problems.*
<http://www.media-village.co.uk/blog/vehicle/>
- [3]Hollywood Monster, *The Benefits of Vehicle Livery Graphics*
- [4]The SussexSign Company, *Vehicle Livery: What It Is And Why You Need It*

CONCLUSIONS

In conclusion, based on the research that has been done throughout the study with all the data collections from observations and case study that researcher has conclude. Researcher believes that a great livery design can affect one's business. Also, livery design is important whether for newbie or big and well-known company because it could be the key to market their business effectively with the most cost-efficient rather than creating a flyer that definitely will 'fly' once you hand it to people pass by.

Also, the researcher believes that by transforming vehicle livery with 'wow' factor, it can attract customer's attention. It's a plus mark if the color applied on the vehicle are bright and have straight forward or obvious visual about your business.

To sum up, livery function is to advertise business and to convince viewers or new customers about the business and service that one company offer and it also improve its trustworthiness.

<https://www.sussexsignt.com/vehicle-livery-what-it-is-and-why-you-need-it/>

<https://hollywoodmonster.co.uk/the-benefits-of-vehicle-livery-graphics/>

[5]Andy Wilson (2018), Press On, *Everything You Need To Know About Fleet Livery Printing.*
<https://www.presson.co.uk/fleet-livery-printing-guide/>

[6]Fleet Management (2004), Commercial Fleet, *Make vehicle livery work for your company*
<https://www.fleetnews.co.uk/fleet-management/make-vehicle-livery-work-for-your-company/55233/?p=2>

[7]James Chen (2019) , *About James*
<https://www.jameschen.vision/#bio>