

# 23 Questions to Help Plan Your Campaign

# You've got questions, we've got answers!

We understand that planning a marketing or product launch campaign has many different components, and hiring a promotional vehicle may be just one of them.

There's a lot to think about, and we appreciate that there can be a lot of initial questions – especially if this is your first campaign involving a promotional hire vehicle.

That's why we've put together this quick guide to our services, answering your initial questions around:

- Hiring a vehicle
- Promotional vehicle branding
- Campaign logistics
- Additional service FAQs

# Hires

**Q: I'm considering multiple vehicle options. Can you give me pricing for these?**

A: We totally understand that you might need ballpark figures as you shortlist potential vehicles for your campaign or prepare pitches for clients.

We've created a [vehicle budget calculator](#), which provides instant approximate figures for activations between one day and three weeks to help you assess suitability against your budget.

[You can try the calculator out for yourself here](#). Don't forget, if you need any additional services, you can add the ['starting from'](#) figures to your budget figure.

**Q: What is the minimum amount of time we can hire one of your vehicles?**

A: Our hiring structure is on a per day basis with a minimum hire period of a single day - which is ideal if you're looking to run a short product launch event or PR activity.

Our hire cost includes all activation days, as well as the time required to prepare, brand and de-rig the vehicle.

**Q: Why can we only have the vehicle 'live' for 7 hours each day?**

We provide vehicles for a full 7 hours of live activation (10 hours total which includes 3 hours of travel time to get the vehicle to the start point and return to base after the event).

In certain situations we can extend the hours at an additional charge, however we need to ensure that our drivers are safely working appropriate driving hours.

**Q: Do you offer long term hire solutions?**

A: Yes, we can arrange hires for up to a three-year period, but a formal lease would be required for hire periods over a year.

**Q: Is your vehicle available on my selected dates?**

A: All vehicle bookings are secured upon receipt of a campaign deposit.

The best way to secure your selected vehicle with us is to book early. While seasonality may affect the availability of some of our vehicles, we will do our best to find you the closest alternative if your chosen option is already booked.

**Q: Do you allow self-drive hire?**

A: We offer self-drive hire on our sampling vans, exhibition vehicles and cars. Your nominated driver will need to be aged 25 or over with no more than six points on their licence. We review requests for multiple drivers on a case-by-case basis, so if you need more than one driver please let us know.

Please note that there is also an insurance excess with a maximum charge of £1,000 in the event of an accident or damage to the vehicle.

**Q: Can we outright purchase the vehicle?**

A: Yes, we often find that brands look to fully integrate mobile marketing vehicles into their longer-term activity and wish to purchase a vehicle either prior to or after their initial campaign.

We can also source a particular vintage vehicle and convert it for your brand activation requirements if there is something unique you're looking for. All conversions are completed onsite by our specialist vehicle build team. [Check out our previous conversion projects for more information on our sourcing and conversion process.](#)

# Branding

**Q: Can you wrap the vehicle for us? How much does it cost?**

A: Yes, we do! Branding of the vehicle is included as part of your hire package – so no additional cost.

**Q: Do all vehicles need a full wrap?**

A: It really depends on the vehicle you're looking for. With modern vehicles, we offer all branding options (full wrap, partial wrap or decals). Some of our vintage vehicles such as airstreams, taxis and VW campers have partial wrap options, so please ask when booking.

If you're looking at a shorter activation of less than three weeks, [check out our budget calculator](#), where exterior branding is included as part of the hire package and budget quote. For longer term hire campaigns, we'll provide branding costs as part of your tailored quote.

**Q: Can you help design the vehicle wrap?**

A: Whether you're looking to brand a [milk float](#) or a [double decker bus](#), [design support](#) can be added to your campaign package. We can support you in a number of areas, including creation of the initial mood boards, vehicle artwork, 3D Renders and CAD drawings. Just let our team know what you're looking for help with and they will be able to advise. Our team of designers have created a diverse range of award-winning vehicle wraps, so you're in good hands.

If you have a design resource already, we'll supply you with a pdf template and our artwork format guide, which you can use to create your vehicle artwork.

**Q: Do the vehicles have standard interiors?**

A: Many of our vehicles do have standard interiors such as work surfaces, storage, refrigeration, hot/cold running water sink, power points, power hook-up and lighting. We consider the inside of our vehicles as a modular space that can be fully adapted and transformed to meet your exact needs and brand requirements. We can also fully brand and add decoration to the interior of the vehicle for you.

**Q: Can we add a props or signage to the roof of the vehicle?**

A: Our dedicated fabrication workshop offers bespoke props in any shape or size. We often manufacture and attach either 2D printed or 3D signs that can be illuminated using the latest low-power LED technology.

**Q: What other branding can you provide?**

A: We offer a range of easy to order printed items which you will find on our [online store](#), including:

- [Parasols](#)
- [Gazebos](#)
- [Banners](#)
- [Flags](#)
- [A-boards & Chalkboards](#)

We can also create bespoke printed items for your activity including (but not limited to):

- Serviettes
- Ice cream flags
- Ice cream cups
- Coffee cups

Let us know what you're looking for and we'll investigate sourcing and cost options for you.

# Logistics

**Q: Are the vehicles driveable or do they need to be trailered?**

A: The following vehicles are driveable:

- [Electric cars](#)
- [Petrol cars](#)
- [Support vans](#)
- [Modern sampling and catering vans](#)
- [Smaller exhibition vehicles](#)
- [Taxis](#)

The rest of our [promotional fleet](#) will include a tailored logistics package as part of the hire. Whether your selected vehicle needs a specialist driver to get it to the start event or full transportation – we'll take care of it. Don't worry, starting logistics costs for a city activation are included in our [budget calculator](#) if you want to investigate pricing.

**Q: We want to drive the vehicle to different influencer's houses – is this possible?**

A: Yes! This is a popular campaign idea and a fantastic way to engage directly with your target market.

We have run several of these campaigns and can advise on the best way to execute it – whether you're going nationwide or within a single city.

It's important to remember that route planning from Google Maps will not account for the pace of the vehicle and level of traffic at the time that the campaign is taking place.

It makes brilliant video content for your website and social channels to promote your activity, so we can work with you to create fantastic shots of the vehicle driving around the local area and up to doorsteps.

We find that with travel and dwelling time, visiting 8-12 houses per day for an inner-city campaign allows you enough time to fully engage with influencers.

**Q: Can we travel anywhere in the UK with the van?**

A: You can – within reason! Our logistics pricing in our [budget calculator](#) is based on an activation in London or around the M25, but a lot of our customers choose to take their vehicles on nationwide tours.

When route planning, we would recommend following a logical pattern across the country, allowing additional travel time between cities to allow the transporter or driver to get there in a reasonable amount of time.

Please remember when transporting vintage vehicles, it's not possible to plan using Google Maps as you would normally, as journeys will take longer and need to be planned properly.

**Q: Can you help with route planning and parking permits?**

A: We can definitely help with this as part of the additional campaign management service we provide.

# Additional Services

## Q: What's the set up for ice cream van hire?

A: We can provide a professional server (with events experience) for ice cream van campaigns, along with scoop/ice lolly freezers or Mr Whippy ice cream dispensers.

We can also supply ice lollies or scoop flavours of your choice – and if you want to be 100% 'on brand' we can create custom branded flavours of scoop ice cream. To provide costings for ice cream/lollies, we'll need to understand how many servings you need per live day of your activity.

And it doesn't stop there – we can source branded ice cream tubs, miniature flags and serviettes for your campaign.

As ice cream vans are such an iconic sight, they can also be used for cosmetics and other light food sampling campaigns.

## Q: Can you help us with just staffing or logistics as standalone services?

A: All of our additional services are provided when you book a vehicle hire package from us.

## Q: Do you provide support with photography & video?

A: We do, and we find that a lot of brands are keen to capture the campaign to share on their social media channels. When you add the video package to your activity, we'll agree a date for a photographer/videographer to be on-site with you to shoot the day.

After the shoot, we'll provide you with edited imagery and a 2–3 minute video within 48 hours to share with your social team.

## Q: Are you able to provide additional staffing support?

A: We can supply a range of staff including:

- Promotional teams
- Event managers
- Catering staff & trained chefs
- Ice cream servers
- Drivers

To help provide accurate costings for your activity, we'll need you to confirm how many staff you need, and the number of live activity days.

## Q: Do you do electric vehicles?

A: We have a selection of [electric bikes](#), [cars](#), [taxis](#) and [milk floats](#) all available for hire.

## Q: Do you offer rental of cooking equipment?

A: We have a large stock of sampling/catering equipment available to hire for your activation, such as professional coffee machines, ovens, microwaves, griddles, hot water urns, panini makers, hot cupboards, grills and lots more.

## Q: Can we bring our own promotional food and drink onto the vehicles?

A: You can, a lot of our clients hire vehicles from us for sampling campaigns to promote their latest product. We can fit out the vans to provide enough storage for your food or drink, or alternatively you can hire one of our [support vans](#), wrapped in your branding.

# What Next?

If you're ready to move forward with your project and have found the ideal vehicle for your campaign, get in touch!

To be able to provide you with a full quote we'll need the following information:

- The vehicle you would like to hire
- The total hire period and activation days
- Any additional services or requirements

[Request a Quote](#)

If you have a few remaining questions before you're ready to move ahead, feel free to book a time to chat with a member of our team.

[Select a Time](#)



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a raccoon brand