

## Class 5c ~ Vehicular Advertising

This class consists of all self-propelled vehicles and trailers carrying advertisements, but which are not used for the sole purpose of advertising.

### Contributing to the aesthetic environment

The concept of vehicle wrapping, which in many cases can be seen as works of art, has opened up possibilities of contributing to the aesthetic environment in a positive way. If subtle colours and tranquil graphic themes are used it may soothe the nerves of tired and frustrated road-users. It may even not be too far-fetched to say that this type of advertising may actually reduce road rage. On the other hand gaudy and contrasting colours, commonly used to focus the attention on advertising contents, may have the opposite effect by jarring the senses of road users.

### Negative impacts

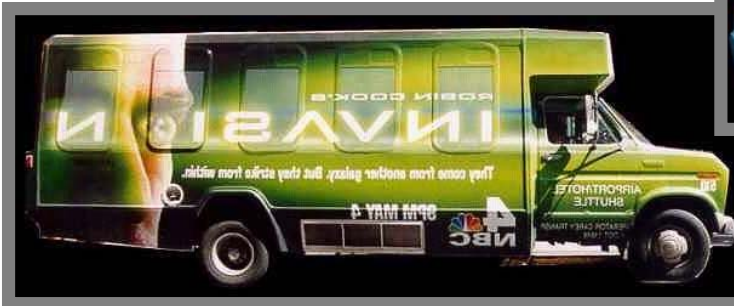
The following points need consideration:

- Too lengthy text messages and/or too small letter sizes may distract the attention of road users. Drivers should be able to digest advertising contents without any effort. Contact information, that needs to be written down or entered into cell phone memories, should be avoided in particular. Adverts should rather focus on product branding and soothing graphics instead of complicated contents such as promotions, sales or special offers. In order to prevent advertising messages from being distracting minimum letter sizes should be laid down for various vehicle types as well as limitations on the amount of information measured in information bits.
- Vehicles displaying 'incidental' advertisements should never be used for the sole purpose of advertising. In many cities it has become common practice to park vehicles carrying advertising messages at busy intersections and along roads for prolonged periods – especially over weekends when such vehicles are not needed for normal purposes such as delivering goods. These vehicles distract the attention of road users in situations where they need to be fully alert. The use of vehicles in Class 5c for the sole purpose of advertising should therefore not be allowed. What it actually boils down to is that no vehicle should be parked along any public road for the purpose of displaying an advertisement, whether such vehicles are covered by this sign class 5c or by [Class 5a ~ advertising trailers and self-propelled advertising vehicles](#).
- The animation and illumination of advertisements on vehicles is another contentious issue. The existing [SAMOAC \(April 1998\)](#) does not make provision for any form of animation at all while illumination is limited to *retro reflective signs with the colours red to the back, yellow to the side and white to the front of a vehicle*. Currently scrolling messages are being used as a form of animation on the back of vehicles such as minibus taxis. This practice may lead to adequate following

distances not being kept by drivers following such vehicles. Such signs are exceptionally distracting while in the process of changing messages. One may consider allowing scrolling signs by limiting advertising messages to logos and simple graphics while excluding the colours red and amber which may interfere with indicators and tail lights. However, it may be too cumbersome to enforce these conditions. It therefore seems as if animated signs should not be considered for this sign class. Internal illumination for larger advertising panels on for instance trucks may be a more viable option, but it should not be too bright and maximum levels of illumination should be laid down for this purpose. Subdued illumination of advertisements may actually contribute to the soothing effect of advertisements containing tranquil graphics and subtle colours.

## Art on the Road

Simple but attractive, eye-catching car- and bus-wrapping designs with subdued colours which may sooth the nerves of tired and frustrated road-users. Although a certain amount of text is used it is not overwhelming and visually complicated and may still be easily digested. No contact information is provided.



More examples of art on the road. Advertising panels on the side of trucks seem to be one of the few possibilities for subdued internal illumination in this sign class.



An underwater scene – a very tranquil graphic theme.



## Taxi Advertising from Britain and the USA

A theme in black and white (right). Although almost more text than graphics, most of it does not actually need to be read since it represents branding which can be recognised immediately. It also harmonises with the classical lines and black colour of the traditional London taxi.



Another good example of harmony between traditional cab and advertising contents (right) representing a brand which can be recognised immediately without needing any text. Another kettle of fish (above) – text which is totally overwhelming with contact information that represents too much detail.



<http://www.clearchannel.co.uk>



Advertising devices on top of American cabs which do not exactly complement these vehicles visually while the small text might not be beneficial to traffic safety.

# The South African Minibus Taxi

Promotional messages like the one beneath, normally demands too much advertising detail (especially text) which may compromise traffic safety. Notice the invitation to call a certain number to take part in a competition. Invitations like these are especially distracting since they may be taken up by drivers who should actually be concentrating on the road instead.



The design on top is more sympathetic to traffic safety with branding that can be easily recognised.



Advertising on commuter trains (Comutanet). Trains such as the Shosholoza Meyl adorned with tranquil tourism advertising themes may be an attribute to tourism marketing in South Africa.



Images from: <http://www.comutanet.co.za>



## Stationary Vehicles

Vehicles displaying 'incidental' advertisements should never be used for the sole purpose of advertising. Parked at busy intersections such vehicles create a traffic hazard. This takes place over weekends when vehicles are not needed for normal purposes and when controlling authority personnel are not on duty.



### Great possibilities!

Promogroup's *Promocabs* (left & top).



Empowerment: Bicycle cabs provide an excellent opportunity to previously disadvantaged individuals for setting up their own small-scale transporting and advertising businesses.



Environmental-friendly bicycles such as these can play an important role during the coming 2010 World Cup in overcoming traffic congestions



Promogroup's *Metrobikes* (top, right up & right).

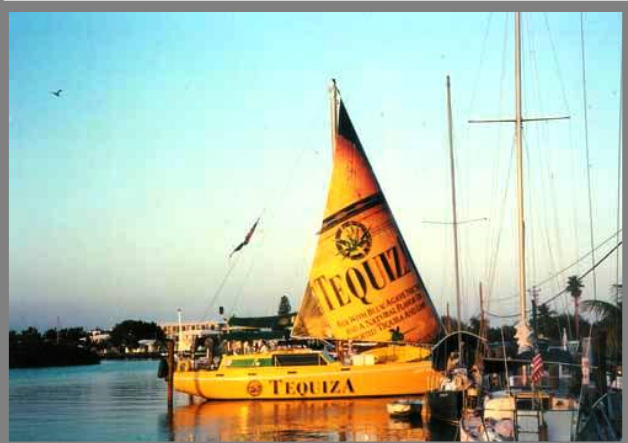
After the World Cup such bicycle cabs can be used in tourist towns where traffic congestions create serious problems during December holidays.



A delivery bicycle (left) making quick deliveries in traffic-congested city centres possible. Another opportunity for empowerment.

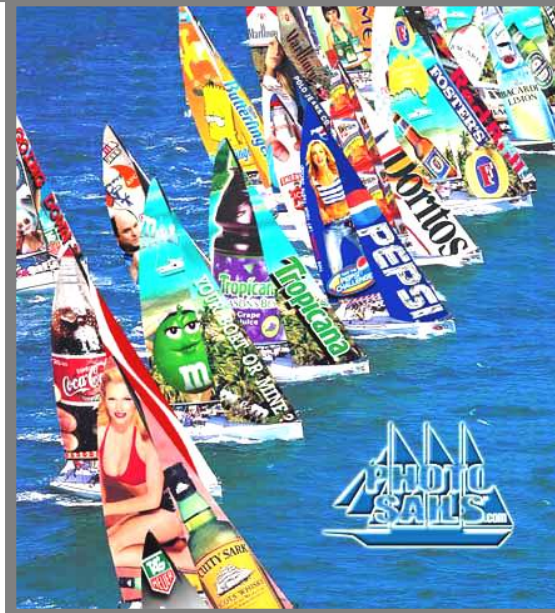
<http://www.promobikes.co.uk>

## Aquatic Transport



A festival of colours. Not even sailing will be the same again.

Sails like these may brighten up many a harbour or inland water scene, but in some cases this colour effect may be slightly overdone.





Compiled by Frans Jordaan