

traxx.

Müller® thinks truck media is Wonderful Stuff™

Müller Dairy has become the latest brand to take advantage of the growing advertising format that is Truck Media.

As part of [Müller Dairy's](#) latest "Wonderful Stuff" advertising campaign which uses TV, Outdoor, Cinema, Press, Digital & Social Media, Müller is wrapping trailers with three different creatives featuring characters starring in the campaign. The 150 branded trucks will deliver in excess of 700million impacts during the six month campaign.

Arranged directly with Müller Dairy's Logistics partner, the campaign is fitted to the sides of the trailers using the [Traxx](#) truck frame system giving the trailer sides the same quality of presentation as a High Definition billboard.

Ian Calderwood, Managing Director of [Traxx](#)™ says: "As the campaign had to go live on the launch date of the TV commercial's first airing during X factor, the only way to achieve the timeline was to use the Traxx™ system as using Self Adhesive Vinyl would take too long. With so many brand owners taking advantage of the media-free space on their fleet, it's great to see that brands can also link up with their logistics partners to reach the massive audience truck media has".

Truck Media expert Richard Cox, Managing Director, [HaulinAds](#) comments: "This campaign really is a tick in the box for Truck Media as the media is often seen as lower priority by some of the media agencies and brand owners alike. This is a leading brand using a fantastic medium to support the main campaign. Truck Media makes a fantastic cost effective alternative to traditional billboards as the targeted audience is continually refreshed and it's fantastic to see Müller Dairy doing just that".

For more information, or to arrange photographs or an interview please contact Natalie Dockery, [Traxx](#)™ on 01622 730068 Ext1

About Traxx™

Traxx™ is an internationally patented framing system designed to make changing van, truck or trailer graphics easy and quick. Run multiple campaigns a year with the minimum of fuss or expense and with very little down time for the vehicle. Traxx™ enables every journey to become a communication opportunity.

Traxx™ is Europe's leading quick change Truck Frame advertising system with over 9000 vehicles

Traxx™ enabled worldwideFor more information about Traxx™, visit <http://www.traxx.eu.com/>