



Another Great Marketing Idea Stolen

Los Angeles based 30-minute quit smoking laser therapy clinic company vehicle is stolen off famous Sunset strip.

Los Angeles, CA ([PRWEB](#)) May 9, 2004 -- The auto wrap is one of many new marketing trends being used by companies to spread their message to the road-bound masses. Using digital technology, automobile graphic wraps are designed for attention grabbing vehicular marketing impact. This type of marketing strategy is touted as an ideal cost-effective alternative to billboard, radio and television advertising. In populous markets like Los Angeles where traffic is bumper to bumper, it is the kind of marketing strategy that puts brands in close contact with consumers. That was the goal Craig Nabat had in mind for his company Freedom Laser Therapy, a quit smoking laser therapy clinic.

Nabat opened his office for Freedom Laser Therapy 5 months ago in an upscale office complex in Los Angeles. Knowing Los Angeles to be a challenging market for advertising, one of Nabat's promotional strategies was to invest over \$35,000 dollars in a convertible Z4 BMW and spend an additional \$3,000 in custom auto wrapping. The Freedom's logo, company website, Chinese symbols meaning the word Freedom, and company's tagline are printed all over the vehicle which gives it a race car appeal. Less than two weeks after the car hit the streets, it was stolen. The valets at a premier hotel off the famous Sunset Strip in West Hollywood mistakenly gave the keys to a couple of car thieves. The crafty thieves were able to trick the valet into handing them over the car keys. Fortunately, Nabat got his BMW back 24 hours later with no damage and nothing missing, enabling him to finally put his theory to the test.

Known for inventing the infomercial product the FINDIT key finder, Nabat laughs at the situation. "I guess this was my welcome to LA, I had the car costumed wrapped this way to get the most attention possible - I guess it worked a little too well."

Commerce around auto wrapping is growing rapidly, with truck side ad space being incorporated into the standard marketing mix for many companies. Graphic wraps for cars and SUVs start at \$2-3 thousand and go up from there.

Does this marketing work? Nabat says, "The convertible top was down and I was in the car less than 5 minutes after picking up the stolen car from a Los Angeles impound yard, when a woman asked me at a stoplight if our clinic could really get her to quit smoking." "I declared, Yes! I hopped out, gave her a business card and pulled away" That's exactly the kind of response I look for."

According to Paul Stoakes, owner of Stop Sign and Design in Los Angeles, auto wrapping has generated a massive new revenue stream for his business. "With a wrap, you can take the graphics beyond the limitations of side panels and use the entire surface of your car. It's more labor intensive, but also allows for more creative possibilities."

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