

New Data Reveals Vehicle Advertising Surpasses Digital Spend for Local Dubai Businesses

Nova Sign unlocks unmatched ROI through strategic car branding, transforming Dubai's high-traffic roads into cost-effective, 24/7 mobile advertising platforms.

DUBAI, DUBAI, UNITED ARAB EMIRATES, November 14, 2025

/EINPresswire.com/ -- In Dubai's fast-moving landscape — where every glance, light, and lane counts — one form of advertising is quietly driving unmatched results: [car branding](#). Transforming everyday vehicles into mobile billboards, Nova Sign Printing has redefined how brands stay visible in one of the world's busiest cities.



Vehicle Branding

“

How Nova Sign is turning Dubai's roads into moving brand stories that capture eyes, minds, and revenue.”

Jahir Uddin Babar

According to industry data, a single branded car can make 30,000 to 70,000 daily impressions — far more than most static outdoor ads. With bold, heat-resistant vinyl wraps designed to endure Dubai's extreme weather, these vehicles not only stand out on the streets but also leave a lasting impression. In fact, up to 97% of viewers recall a car advertisement, making it one of the most powerful and

credible forms of visual marketing today.

“Every time your vehicle is on the road, your brand is working for you — 24 hours a day, seven days a week,” says Jahir Uddin Babar, CEO of Nova Sign. “That’s what makes car branding such a smart and sustainable marketing investment.”

Why [Vehicle Branding](#) Delivers More in Dubai

- Unmatched Visibility

Dubai's streets never sleep — and neither does your advertising. A single wrapped car can reach tens of thousands of people daily, covering neighborhoods, business districts, and highways in

one seamless motion. Every stop at a traffic light or parking space turns into a moment of brand exposure.

- Exceptional ROI

[Vehicle wraps](#) are among the most cost-efficient marketing tools available. Studies show they generate up to 38 times more impressions per dirham than traditional billboards or print media. One upfront investment delivers years of visibility — with no recurring monthly fees like digital ads.

- 24/7 Exposure

Unlike online campaigns that stop when the budget runs out, a wrapped vehicle keeps promoting your brand around the clock — on every commute, delivery, or drive. It's truly continuous exposure without continuous expense.

- High Recall & Credibility

Research indicates that 90–97% of people remember seeing a branded vehicle, and over 90% form a positive opinion of the business behind it. A well-designed car wrap signals reliability, quality, and trustworthiness.

- Targeted Local Reach

In a high-traffic hub like Dubai, vehicle branding naturally targets local audiences. From residential neighborhoods to commercial centers, every route your team drives builds local recognition and consumer engagement.

- Long-Lasting Impact

Using weatherproof vinyl and advanced laminates, Nova Sign ensures that your brand's visuals remain vibrant for years — even under harsh sunlight, sand, or rain. This durability translates into an enduring advertising return on investment.

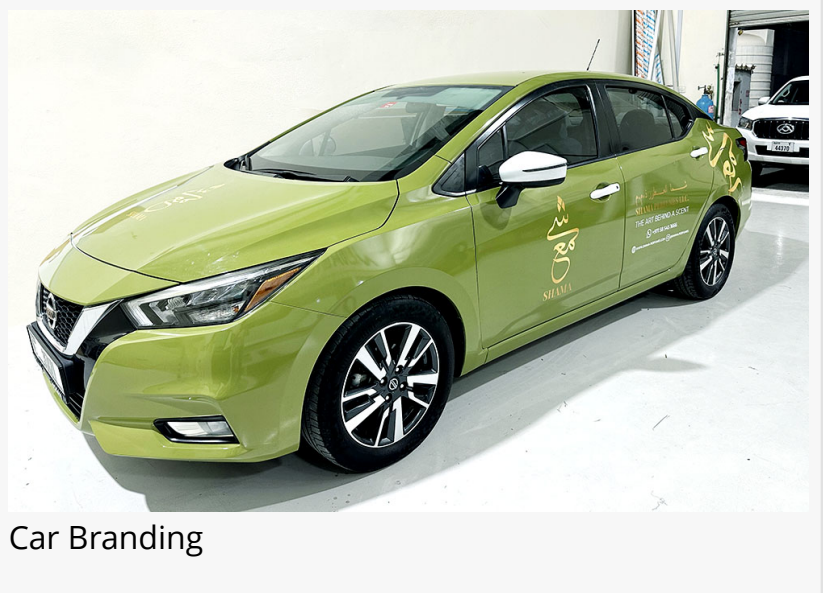
Nova Sign Printing: Dubai's Trusted Car Branding Partner

For more than a decade, Nova Sign Printing has delivered full-spectrum vehicle branding — from compact cars to large fleets. Their services include:

- Custom Design Expertise: Skilled designers collaborate to create wraps that reflect your brand's



Van Branding



Car Branding

personality and ensure high visual impact on every surface.

- Premium Materials & Printing: Only the finest UV- and heat-resistant vinyls are used, maintaining color vibrancy and sharpness despite Dubai's intense climate.
- Professional Installation: Trained technicians ensure flawless application — free from bubbles or misalignment — while managing RTA approvals and documentation for a seamless experience.
- Vehicle Protection: Beyond advertising, wraps act as a protective layer that shields paintwork from scratches and minor abrasions, and can be easily removed or updated anytime.

Driving Brand Visibility, One Vehicle at a Time

"Vehicle branding offers a rare mix of creativity, credibility, and continuous impact," adds Mr. Babar. "It's one of the few advertising tools that literally moves with your audience."

Whether it's a single company car or an entire delivery fleet, Nova Sign Printing helps brands move from the streets straight to the screens — turning every drive into an opportunity for visibility and growth.

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Nova Sign Printing & Advertising LLC — Driving your brand further, brighter, and bolder.

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