



59 Using banners, posters and signs

Your marketing messages can be promoted in many different situations by using a variety of banners, posters and signs.

Depending on whether you want to enhance your window display, make the most of your vehicles on the road, create a new look shopfront, provide direction inside and outside of your business, promote special offers or simply catch people's attention and communicate, good signage can help you do that. There are so many different types of promotional signage available to you on the market today. These are just some of the products available: vinyl banners, vinyl lettering, rotating banners, vehicle graphics, poster displays, builders' boards, rigid boards, swinging signs and more.

What value do they offer?

Good business signage is important wherever you are located. Signs make it easy for people to see clearly where you are, what you do and what you are selling. A sign can be your business advertisement in the street. Signs, posters and banners can help you to increase your profile in your local area of business operation.

Vinyl banners can be used to communicate with visitors at both indoor and outdoor events, conferences, exhibitions or trade fairs. If you operate a service or trade business and are working on site, you can let people know who you are by putting up a banner or board. Passers-by could be looking for the service you are working on.

There are many relatively inexpensive places to put your banners and posters. Bus stops, roundabouts, billboards, notice boards and mobile advertising are just some of the many opportunities you can explore. You can rent field space from farmers with land near busy roads. Banner and poster advertising when positioned with care can capture the attention of passers-by.

Billboard, poster or mobile advertising in the same place for a defined period of time will capture the attention of regular passers-by or commuters. The more people see your message bold and bright in the same place, the more likely they will be to recall your name when they or someone they know needs your service.

Your challenge

There are so many opportunities to use signs, posters and banners that you will need to make sure you choose what is right for your business. Too many can be as bad as too few. Everything you use to communicate your marketing message to your audience will influence their perception of you. If you use banners, posters and signs they will need to represent your brand and be designed to co-ordinate with your corporate theme. You will also need to be careful where you put them, being mindful of the image you wish to maintain. When it comes to signs with impact it is all about location.

What makes a good one?

- Clear and easy to read.
- Well designed.
- Clean and colourful.
- Representative of your brand.
- Reflective of your corporate image.
- Strong visual impact.
- Attention grabbing headline.
- Strategically positioned to maximise impact on passers-by.

YOUR USE OF BANNERS, POSTERS AND SIGNS – SPECIAL RESPONSE CHECKLIST

- ▶ How easy is it for your customers to find their way to and around your business?
- ▶ Could better signage improve this?
- ▶ What about the vehicles you have on the road – are you maximising your advertising opportunity?
- ▶ Are there any roundabouts close to your premises that have a high throughput of traffic? Could you sponsor them?
- ▶ Which busy bus stops have poster slots available?
- ▶ Consider local mobile advertising. What is available and where?
- ▶ Are there any good billboard or poster opportunities locally?
- ▶ Look at your exhibition signage from the customers' point of view – does it really sell your business?
- ▶ Walk outside your premises and ask yourself if any space could be used to host banners or signage promoting your business.
- ▶ Think about your special offers or promotions and whether a swing sign, poster or banners could help you attract more attention.
- ▶ How could you make more use of banners, posters and signs?

How to use this information

Banners, posters and signs could be a very useful way for you to build your profile, communicate with your customers and attract more attention to promotions. Consider the ideas presented and opportunities that exist for you to repeat your marketing messages until people really do remember you.

Think banners, posters and signs and make an IMPACT