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# Business 2 Business

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## Go Big: The Power of Large Format Graphics

Large-format graphics are powerful visual tools that command attention, clearly convey messages, and transform spaces into engaging brand experiences. From towering banners to vibrant murals, these oversized displays are crucial for businesses seeking to make a lasting impression in today's competitive landscape.

### Command Attention at Trade Shows

At trade shows, eye-catching backdrops, banners and booth walls cut through the noise and grab visitors' attention. High-impact graphics highlight key products and brand messages, communicate brand values and help drive engagement.

### Boost Retail Sales with POP Displays

Retail point-of-purchase (POP) displays featuring large, bold graphics effectively

capture customer attention at key decision points. Floor displays, end-caps, or counters become more engaging and persuasive, increasing impulse buys and reinforcing brand identity.

### Create Immersive Event Experiences

Transform venues with branded backdrops, step-and-repeat backgrounds, custom signage and wayfinding solutions. These large visuals turn ordinary venues into immersive environments, making product launches, conferences, or galas more memorable and shareable.

### Enhance Brand Recognition

Well-crafted large-format graphics combine creativity with strategic messaging. These visuals promote products while building brand awareness and making your clients' brands more recognizable.

### Think Bold

The power of large format lies in its versatility. When combined with high-quality design and meaningful messaging, these graphics enhance visibility, build brand recognition, and boost audience engagement. The oversized nature also reinforces themes, maximizing ROI.

Large format graphics are more than big—they're bold, flexible and results-driven.



# WeDo

# Keep Your Marketing On Target With A Simple Plan

Do you have a marketing plan? According to studies, 44% of small businesses don't have one. And if you're part of the 56% that do, the next logical question is: Do you reference your plan throughout the year to make sure you are staying on track?

Many marketers who long for a world-class marketing strategy don't have the time or resources to create a full-blown marketing plan. So, they do nothing. But there's a simpler path to success. Crystalize your marketing goals with a quick, easy, effective tool: A one-page marketing plan. Let's review these key components:

## Target market

Who are you selling to? What is their age range? Interests? Income? Where do they live?

## Positioning

How does your company fit into the

competitive landscape? Why should customers choose your brand?

## Offering to customers

Describe your product(s) or service(s). What problem(s) do you solve for the customer?

## Pricing strategy

Is your pricing based on value? Low cost? Or does your product appeal to discriminating customers able and willing to pay a premium price?

## Service area

Are you a local business that will benefit from a grassroots approach? Or is your product unbound to geography?

## Revenue goals

What are your current revenues? How much would you like to grow your business? What is your time frame for achieving this growth? Describe the critical resources and mindset that will help you get there.

## Marketing and promotional strategies

How will you get the word out? How much will it cost? What is your plan for retaining and growing your business with current customers? Identify the team that will be responsible for the marketing effort and a timeline to get your campaign up and running.

There's a lot you can glean when you build a one-page marketing plan and it typically won't take much time to create it. Once you have a plan, refer to it often and update it as necessary.

For your next marketing project, talk to our experts at PIP. We'll ensure your marketing goals succeed.



# Unwrap Success

## Strategic Holiday Packaging Trends



Leveraging holiday packaging trends can significantly boost brand visibility and customer engagement. Here are key strategies to help you stand out this festive season.

### Prioritize Sustainability

Today's consumers value eco-friendly brands. Using sustainable materials like recycled, biodegradable, or plant-based options, paired with water-based inks, demonstrates a commitment to the environment, enhancing brand credibility and appeal.

### Embrace Bold & Modern Aesthetics

Jewel tones, metallics, pastels and vibrant gradients offer fresh, eye-catching alternatives during the holidays. Unique patterns, vintage-inspired designs, or minimalist styles with premium finishes can make packages stand out and truly memorable.

### Make Unboxing Unforgettable

Elevate packaging with high-end textures, embossing, or embedded

tech like QR codes and augmented reality. Interactive and sensory elements transform packaging into an engaging experience, surprising recipients, encouraging social sharing and enhancing brand impressions.

### Incorporate Smart Features

Use peel-and-reveal labels, Personalized URLs, or other digital integrations to turn ordinary packaging into effective engagement tools. These interactive features can drive conversions and provide valuable insights.

### Combine Aesthetics with Strategy

Whether through luxury minimalism or compelling storytelling, effective holiday packaging blends visual appeal with brand messaging. Innovative, strategic designs help brands shine during the busy holiday season and beyond.

By staying current with these trends, you can deliver packaging solutions that delight customers, strengthen brand loyalty and boost seasonal sales.

## Did you know?

Well-branded marketing, including **sales literature and signage**, makes an impact long after the event is over.

Whether it's designing and printing marketing materials or creating high-quality signs, every aspect plays a crucial role in creating a lasting impression on your audience. Our team is well-versed in design and printing, sign production and fabrication, making us a one-stop-shop for all your event needs. We understand that time is of the essence, and we work closely with you to ensure timely delivery of all materials.

With our cutting-edge technology, we can help you design and produce stunning marketing materials that showcase your brand effectively. Our high-quality signs can help guide your guests and ensure they have a seamless experience.

Let us help you create an event that stands out.



## GET INSPIRED!

Need ideas or inspiration?

You need our blog! The resource center on our website contains blog articles, tips, insights, case studies, whitepapers and more to help with your integrated marketing efforts.

 **marketing tango.**  
THE RHYTHM OF INTEGRATED MARKETING

## INSIDE

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### Make Mail Fun

Gamifying Direct Mail Campaigns

Gamifying direct mail transforms traditional outreach into an engaging, interactive experience that captures recipients' attention and drives action. This creative strategy boosts engagement, brand recall and response rates. Here are a few ways to gamify your direct mail:

- **Scratch-offs:** Include a scratch-off that reveals a discount, prize, or personalized message. This simple addition offers both an element of surprise and instant gratification.
- **Puzzles/Quizzes:** Integrate a small puzzle, riddle, or brand-related quiz. Recipients are encouraged to engage with your content to find the answer, often leading them to your website or social platforms.
- **Contests & Giveaways:** Announce a contest or giveaway that recipients can easily enter (i.e., by scanning a QR code or visiting a custom URL). This creates excitement and drives traffic to your online presence.

#### Why it Works

Gamified mail creates a more memorable experience, inviting user participation. This increases engagement time, social sharing and strengthens emotional connections with your brand.

## Bottom-Up Branding



Transform Surfaces to Boost Branding and Leave a Lasting Impression That's Uniquely Memorable.



PIP can elevate your business space with customized floor graphics.

# WeDo