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Business 2 Business

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4 Types of Creative Event Signage Your Attendees Will Love

Increase Visibility, Transform Your Space, Promote Your Brand

Whether it's for a special event, tradeshow or exhibition, your event signage should stand out. Signs promote your brand, welcome attendees, inspire confidence and guide attendees throughout an event. But while signs are necessary, there is no rule that says they must be flat and dull.

You can make your event memorable and enhance your attendee experience with these creative signage ideas:

Put a flag on it. Whether you select a standard rectangular flag on a pole, a custom-shaped flag that stands on a base, or a tension flag that holds its shape in the wind, flags are a great way to gain brand recognition. Highly adaptable and available in different colors and materials, flags can

be hung high or stand outside a venue or booth where they will capture attendee attention.

Stick to it. Durable and long-lasting, vinyl decals and stickers temporarily transform a space. Create a graphic or logo for the stickers, and you instantly have custom art that can be placed throughout a venue to liven up boring walls. Use the decals to call attention to spaces where you want to draw your audience.

Wrap it up. Take advantage of otherwise dead space with stair wraps. Digitally produced decals create a message that rises out of the escalator or generates an image when decals are attached to stair risers.

Really stand out. Three-dimensional letters and signs produce a strong visual impact because they literally stand out from the walls where they are mounted. Custom designed and cut from acrylic, aluminum, cardboard, foamboard, PVC or other substrates, 3-D logos and images are easily visible from a distance. Exhibit attendees won't be able to miss your sign!



Form Follows Function: Creating Effective Labels

When you think about it, labels are everywhere.

You find them on shopping bags and food packaging; wrapped around water, wine and shampoo bottles; adhered to walls, doors and floors; affixed to benches, gates and car bumpers. Thanks to their versatility, labels go on just about anything. So how do you make sure your label stands out in a crowd? First, it must function properly. Second, it must have an attractive form. Here are some tips for creating a successful label:

1 Determine Label Type

If your label acts as a warranty seal or provides information that must remain with the product for its lifespan, it's considered a permanent label. If your label needs to be removable, it's considered a temporary or "repositionable" label. Typically, permanent labels use a "high-tack" adhesive and temporary labels use low-tack or removable adhesive.

2 Identify the Environment

Where will your label live? On a store shelf? Outside in a garden center? On a smooth or rough surface? Will it undergo a rigorous shipping experience? Once you establish its environment, you can make appropriate decisions regarding adhesives and substrates.

3 Select a Substrate

A label is a visual extension of your brand, therefore its design should reinforce the spirit of your business. The label material, otherwise known as the substrate, is a consideration. A company that sells expensive products might use a premium paper that is high gloss or metallic while an ecological organization might lean toward a Kraft or recycled paper.

Now that you know what it takes to be a label success story, give us a call to get your label in the works! Don't forget PIP can produce many types of labels for your business.

- Premium and private brand labels
- Product labels
- Variable print labels (numbering, bar codes, etc.)
- Static cling labels

4 Pick a Shape

The size and shape of your label depends on what it will affix to – is it going on a box, cylinder or a shrink-wrapped package? If you are creating a label that adheres to a product or packaging, mock it up in 3D to ensure information is legible and falls where you want it.

5 Contemplate Colors

A label should align with your company's brand look and feel, and color is a factor. Your label should "pop" off the shelf since products live in competitive surroundings. If your brand is understated, consider design options that introduce a bright accent color or 4-color imagery. The goal is to create an eye-catching label while conforming to your brand.

6 Choose Words Wisely

A label has a limited amount of space; so first determine what MUST go on it. Once that's done, consider what will resonate most with your customer. Your marketing slogan? The unique value proposition? This discretionary content can ultimately be why a consumer chooses your product over another.

- Embossed labels
- Durable labels
- Promotional labels
- ... and more



Get the Most Out of Your Direct Mail Campaign

Using Targeting to Reach Your Ideal Audience



Did you know that 70% of consumers find direct mail more personal than online interactions and 54% want to receive direct mail from brands that interest them? Moreover, 42% say they read the direct mail they receive, and response rates are 5% to 9% times higher than with any other advertising channel.

The challenge with these criteria was that there was still no guarantee that your target audience lived in the selected zip codes or that the mail recipients were high-intent potential customers.

Fast forward to today when you can almost laser target your leads. While many of the selects are similar, you can stack them, fine-tuning your choices to create a complete audience profile. Having a more comprehensive understanding of your ideal customer allows you to tailor your messaging using names and personal details for greater effectiveness.



If your familiarity with direct mail dates to when the primary strategy used was “spray and pray” or geographic saturation, you should know that things have come a long way. That now largely outdated method relied on flooding an area with your mailer based almost exclusively on zip codes. As marketing strategies became more sophisticated, other factors such as age, household net worth, home value, location, education level, and the number of children at home also became considerations.

| Did you know? |

Printing and Copying Services may be easy to take for granted. But please don't. When done well, they can help your company look even more polished and professional, while connecting with audiences in a creative and eye-catching way. Have an important meeting, presentation or marketing push coming up? Let PIP help you make it great with a flexible, affordable solution that achieves your objectives and brings your strategic vision to life. For simpler communications, we make traditional black-and-white and color copying quick, easy and affordable. We can also augment these traditional standbys with an impressive array of other quality output options, driven by high-end technologies ranging from offset and variable-data digital printing to large-format and wide-format. Bottom line: Tell us your challenge and we'll take care of the rest.



GET INSPIRED!

Need ideas or inspiration?

Check out our website blog and resource center for articles, tips, insights, case studies, whitepapers and more to help with your integrated marketing efforts.

INSIDE

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5 Tips for Better Social Media Engagement

Social media marketing is a versatile and cost-effective way to promote your brand, but just sharing messages isn't enough. Your goal should be to build a community that engages with your content.

Consider these five ways to improve your social media engagement:

- 1. Post regularly.** Keep followers interested and create more opportunities for new users to discover and engage with you.
- 2. Create and share video.** Video dominates social media and is often more compelling to potential customers, so be sure to mix video into your posts.
- 3. Respond to your audience.** Social media is for communication; if your followers take time to comment, be sure to respond.
- 4. Encourage user-generated content (UGC).** Invite users to post photos of themselves using your products and services and feature their content on your social sites.
- 5. Track performance.** Review how your posts perform by using analytics to measure engagement and gain insights into what your audience wants.

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and Inventory All in One Place with an
Online Ordering Portal.**

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program and build an
online ordering portal
to suit your specific
business objectives.

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