

WHY ARE YOU WINDOW SHOPPING? SALE INSIDE

Business **2** Business

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5 Things to Consider Before Ordering Your Next Sign

Preplanning is key to getting the right sign

In any sign design and production project, the preplanning you do (or lack of it) contributes to your success. Having a checklist of sorts will help you order and receive the type of signage that meets your needs. Consider these five essential questions:

1. What is the sign's purpose? Do you want to advertise your business? Are you providing wayfinding assistance or trying to communicate important instructions? Understand the purpose of your sign first.

2. Who is the target audience? Who are you trying to reach with your sign? Is your target audience expecting formal signs, fun signs or colorful signs? Knowing these

particulars will allow us to offer more specific advice about signage solutions.

3. What will the sign be used for? Where will the sign hang? How long does it need to last? Usage-related questions help determine important details—for instance, outdoor signs need to be made of thicker, more durable materials than exclusively indoor signs.

4. How soon do you need it? Keep in mind that some signs simply take longer to design and produce. While some can be completed quickly, more complex signs will inevitably take longer. Don't wait until you're in a crunch situation to order signage.

5. What is your budget? Your budget will affect everything else—for instance, a rush fee for a faster turnaround could exceed your budget. Also, price increases may affect some raw materials more than others.

The more thought you can give to your sign needs, the better we can work with you to offer a signage solution that aligns with your purpose, budget and timeframe.


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How Signage Color Affects Customers

Let's say you have a hot new promotion coming up and you want to create high-impact signage to promote it.

You do the right things. You work with a creative services professional to hone the most compelling message. You select the right placement for your signage to increase visibility. You even consider your customer demographics when selecting typography.

But you're leaving money on the table if you're not considering the psychology of color when designing signage.

According to KissMetrics, visual clues triggered by color choices can influence shoppers to spend more, recommend your brand, wait for a sale—or even walk away. Consider these stats:

- **93% of consumers say visual appeal** is a primary purchase driver, over sound, smell and texture

- **85% of shoppers say color** is one of the main reasons they choose to buy a particular brand
- **Color increases brand recognition by 80%**, underscoring how closely color is tied to perception and memory

"It doesn't really matter what your favorite color is, although you're certainly more likely to be attracted to brand images using the colors you prefer most," wrote Charli Radke in a blog on The Huffington Post. "But it's really the subconscious emotional response and how colors are used in conjunction with one another that determine how visually appealing an image is."

Marketers who study the psychology of color say that red, orange, black and royal blue trigger impulse shoppers, while navy

blue and teal shades target shoppers on a budget. Pale blue and pink are said to attract traditional shoppers.

Put these theories in action. Work with us to make these signage options a part of your marketing strategy:

- Pop up a red and black point of purchase display promoting new inventory
- Hang a navy banner advertising a buy-one-get-one-free deal
- Dress your storefront window with a pink poster touting value-based product or service benefits

For your next signage project, talk to the color experts at PIP. Contact us at **pip.com**.



Food to go? Boost sales with these promotional tactics



The big restaurant disruption may have started in 2020, but it hasn't ended yet. Two years later, many restaurants still see only a fraction of the dine-in traffic they did pre-pandemic. To keep their doors open, more restaurants than ever offer takeout and delivery options.

Below are some of the most creative marketing promotions we've seen to help boost the takeout and delivery business.

Social media contests: Use social media to feature recipes, give away gift cards or a meal, and update regular customers on new items and specials.

Texting: Send text messages to loyal customers with special offers, discount codes or new menu item updates.

Themed bundles: Offer pre-prepared meals for special occasions and events such as date night, family dinners, holidays, event-specific bundles or other one-stop, fixed-price meal deals.

Limited time offers: Create a sense of urgency with customers by sharing event-timed exclusive offers.

Kids eat free: This is always a popular draw for parents, who will order full-price options while their children eat for free, and the cost to the restaurant is low.

Meal kits/heat-and-eat meals: Meal kits remain a popular trend. Consider making meal kits (with recipes included!) out of your most popular menu items for customers to prepare or heat up at home.

Down time: Don't just accept downturns. Run promotional specials during slow times to draw customers in.

Did you know?

Need someone who can take your ideas and bring them to life? Rely on PIP. Our **graphic design specialists** work with you to understand your business goals and develop the creative from start to final art, which we can print on your behalf. How convenient is that?

We understand that every marketing piece represents your brand. Our graphic designers dive in to understand your key messaging, target audience and other factors that contribute to creating marketing materials that further your goals. We can help with a wide variety of graphic design needs including:

- Logos
- Print and digital ads
- Newsletters
- Brochures and rack cards
- Signs, posters and banners
- ... and much more!

If you find yourself needing creative assistance with graphic design, turn to PIP!



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.

INSIDE

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Promotional Product Trends You Don't Want to Miss

Each year certain types of products grow in popularity as a reflection of the culture and zeitgeist of the times. Below are four of the most popular promotional product categories for 2022.

Eco-friendly/sustainable. Products that align with recipients' values, such as items made from recycled or sustainable materials, position the planet first and maintain a low carbon footprint.

Work-from-home products. With so many people continuing to work from home, productivity items are a considerate and useful product trend. Think office staples and digital or wireless goodies.

Office safety supplies. For those who are once again working in the office, these include sanitation materials, masks, gloves, sanitizing wipes or gels, and UV light disinfectant tools.

Wireless technology. Connected devices are always popular, but they are now in higher demand than ever. These include tech accessories like chargers, Bluetooth speakers, wireless keyboards and more.

Keep Your Business Top of Mind



Use Promotional Products to Increase Leads and Stand Out Among Competitors.

Partner with PIP for all your promotional product needs to give customers and prospects something to remember you by.

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