

GRAPHICALLY SPEAKING... **How to Make Your Signage Stand Out!**

As you are driving down the road, notice... **WHAT SIGNAGE STANDS OUT?**

We can all remember a time when we did not notice a business or service that we drive past every day. Then there are those that we do notice and look at every day. Why? What is the difference?

Often signage can become part of the background. If a visual never changes it is not noticed as readily. It becomes: trite, cliché, common, exhausted, familiar.

According to Webster's Online Dictionary, TRITE means:

- *Lacking in freshness or effectiveness because of constant use or excessive repetition*
- *Worn out; common; used until so common to have lost novelty and interest; hackneyed; stale*
- *Repeated too often; over-familiar through overuse*
- *Lacking in freshness or effectiveness because of constant use or excessive repetition; hackneyed - to make trite, common or stale by frequent use; stale.*
- *Hackneyed or boring from much use; not fresh or original*

Synonyms include: cliché, commonplace, stale, tired, old-hat, stock, threadbare, timeworn, tired, commonplace, becoming part of the background.

DO NOT LET YOUR SIGNAGE AND ADVERTISING BECOME *STALE!*

Another reason signage isn't remembered or may even be missed is that the competition's signage is brighter or more interesting. The eye travels to the bigger, brighter, more appealing sign information in view.



YOUR SIGN & ADVERTISING WILL BE SEEN WHEN IT IS BRIGHT AND EVER CHANGING.

"Drive by" traffic can be one of the most valuable audiences to impress. Isn't that why one would spend thousands of dollars on exterior signage? Think of it for a moment... People who drive by your establishment provide a huge marketing potential. They are going past anyway, they are supposed to be doing nothing else with their eyes other than looking ahead at the traffic conditions and signage. If your sign is outstanding and memorable, those people will remember you. In addition, if you communicate something important, designed to fit their needs or wants, they are much more likely to become your customer and tell others about you. When you get them to stop and come in the door, more than half of the marketing job is done.

You cannot beat the advantage of an LED Advertising Display for the ability to capture a potential customer's attention. Brightly lit LED's stand out more than unlit or backlit signage. Not only do they stand out due to brightness, but their programmable ability allows for ever changing messages and pictures. Utilizing the full potential of a Suncoast LED Advertising Display allows a balance of:

BRAND RECOGNITION plus + EVER-CHANGING FRESH IMAGING, all equaling =
STAND OUT SUCCESSFUL ADVERTISING!



A nationally recognized retail/drug store chain utilized this "get them in the door" marketing strategy by advertising current specials on their LED displays. They increased front end sales by 125% - 150%. Stopping in to get the "one gallon of milk for less", that customer is more likely to pick up other items. Now that they have come in the door once, they are more likely to feel comfortable about coming back, and telling others about their deals.

With all of the visuals competing for attention today, being noticed is only part of the goal. Communicating the right message that will create action becomes a higher goal. Offer an interesting message with pleasing graphics that speaks to your potential customer, and you have just communicated without spending anything per customer. Showing timely information, as well as audience centered messages and you will have the passer-by viewing your sign every time they pass. Time of day, current scores for the favorite local team, encouraging phrases or current

weather conditions are all customer-centric. Offer specials for coffee in the morning when the majority of drive-by traffic is on their way to work. Monday afternoon start ads for beer and pizza for football season fans. Friday afternoon through Sunday afternoon schedule the ad for women's clothing specials.

WHEN THINKING OF WHAT TO DISPLAY ON YOUR ELECTRONIC MESSAGE CENTER, THERE ARE 5 CATEGORIES TO MAKE SURE YOU CONSIDER:

1. **Communication** – display Sentiments or Holiday Greetings, communicate good will
2. **Community Service Information** – Local Events, Local Sites of Interest, Local Team Promotion
3. **Location** – location sensitive information, time of day, weather, traffic conditions, wait time, etc.
4. **Recognition** – Recognize Employees for Top Service, Salesman of the Week, Successful Local Events, Congratulations to New Team Leader
5. **Advertising** – display specials and promotions for your business

Notice only one of the listings above is about advertising your product. With all of the visual information competing to be seen, offering information aimed more at the interests of your audience will result in having your display noticed. For example, promote local 4th of July Fireworks display locations and times, best route suggestions and parking information. Display pictures of the Little League Team your company sponsors. You can be sure the families involved with that team will notice! Display this type of community service information interspersed within your advertising messages. Passers-by will begin to view your advertising display every time they go by, depending on it for information as well as noticing your advertised specials. If there were only commercials on radio or television, no one would watch or listen.

The one time purchase of an LED Display can easily replace the budget for printing handouts, coupons, or newspaper ads - as long as you produce enticing messages to display. Profits gained from new customers will pay for your LED advertising display within the first year or two, after that you have a valuable asset that will last for more than 100,000 lit hours; which is 10 years plus of 24 hours a day, 365 days a year potential advertising! Some of our displays are reported to be still in full operation after 17 years of great service!



Suncoast LED Displays can provide you with ideas and interesting graphics to share on your LED Display. Standard Graphic packages are available as well as custom packages. We also have Webinars Overviews weekly for learning about the ComPlay and WinPlay Software included with every Suncoast LED Display purchase. These webinars are available free of charge for anyone interested in attending.

When you make an investment in an LED Advertising Display, you are making an investment in more business. You can have fun with updating your messages often, communicating local and current information as well as your company advertising information and see how well it will work for you! Suncoast LED Advertising Displays are more affordable today than ever before – and really..... **YOU CANNOT AFFORD TO BE WITHOUT ONE!**