

THE BENEFITS OF SIGNS

WHY SIGNAGE IS YOUR #1 ADVERTISING TOOL



OF CUSTOMERS LEARNED
ABOUT A BUSINESS
BECAUSE OF SIGNAGE
ON THE PREMISES



WORD OF
MOUTH



INTERNET



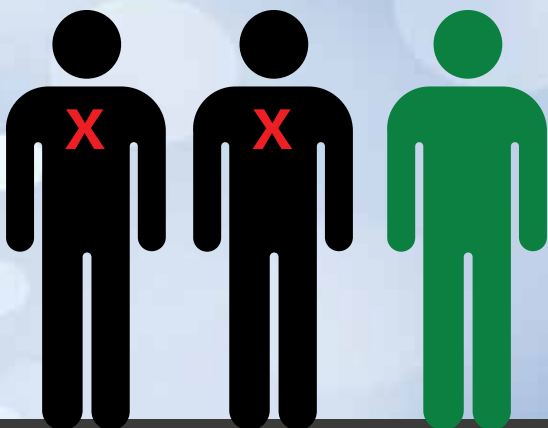
TV / RADIO



NEWSPAPER

2/3

OF PASSERBY WOULDN'T KNOW
YOUR BUSINESS WAS THERE
WITHOUT EFFECTIVE SIGNAGE



COST EFFECTIVE

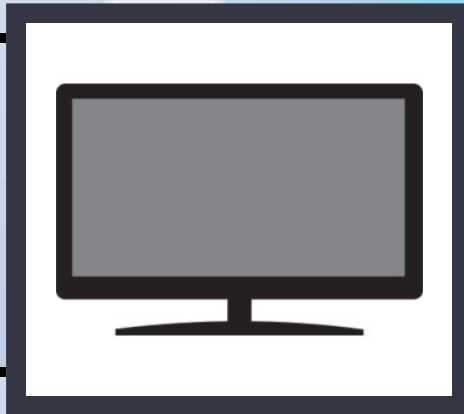
SIGNS COMPARED TO OTHER ADVERTISING

Average Cost per 1000 Views



A Single On-Site Sign

\$0.02



TV Commercial

\$9.82

* and may only reach 22% of Audience

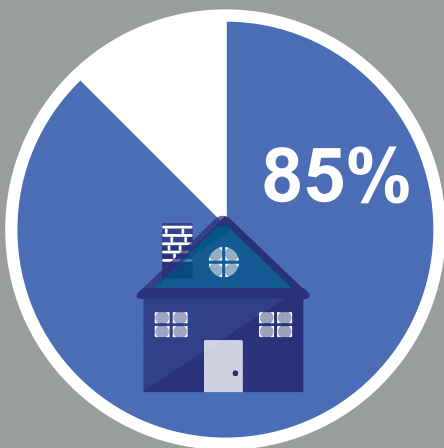


Newspaper Ad

\$2.81

* and may only reach 46% of Audience

WHAT SIGNAGE CAN DO FOR YOU



RECENT SURVEYS
INDICATE THAT
85% OF YOUR
CUSTOMERS LIVE
IN A 10km RADIUS
OF YOUR
BUSINESS

19 % OF JB-HI FI WALK-IN CUSTOMERS
DID SO BECAUSE OF A SIGN

THIS MEANS
THEY
POTENTIALLY
SEE YOUR
SIGNS
UP TO
60 TIMES
PER MONTH

SIGNS INCREASE PROFIT

STUDIES SHOW THAT ADDING OR CHANGING A SIGN DIRECTLY IMPROVES SALES REVENUE

ADDED NEW FRONT SIGN 10%

ADDED NEW MAIN BUILDING 15%

ADDED DIRECTIONAL SIGN 7%

UPDATED AN EXISTING SIGN 9%

INCREASED SIZE OF SIGNS 8%

■ AVG. INCREASE
IN SALES REVENUE

RELOCATION = NEW CUSTOMERS

UP TO 20% OF THE POPULATION MOVE EACH YEAR, WHICH MEANS YOU HAVE A POTENTIAL 20% INCREASE IN YOUR CLIENT BASE EACH YEAR. WHAT IS THE MOST COST EFFECTIVE WAY TO GET THEM TO NOTICE YOU?

HOW CUSTOMERS KNOW ABOUT LOCAL BUSINESS

