![FedEx Office logo]

How to Maximize Your Marketing With Signage

Discover key trends in signage that can help you captivate your audience.

A growing number of organizations are unleashing their creativity by using bold signs and graphics to ignite business growth and effectively get their messages to market. Signs and graphics are particularly useful for promotion, education and branding — both internally and externally. To get the most out of your marketing, take a look at some of the top trends leading companies are using to accomplish their communications goals.

Creative materials

- **Soft/fabric signage.** The number of companies printing brand and marketing materials on soft substrates and fabrics is exploding — particularly among retailers and exhibitors. Printing on fabric gives your brand a textured, softer look; and the signs are reusable and lightweight, which helps keep shipping costs down.

- **Vehicle graphics and building wraps.** Another key trend is to use bold branding in unexpected places or in areas where people are walking or driving and not looking down at their phones.

- **Specialty graphics for bold interior décor.** Instead of hanging a generic nature image, companies are using their brand palettes to create graphics of their mission statements and core values for lobbies, hallways and meeting rooms. "Innovative companies recognize that creating an inspiring environment has a cascade effect on culture that leads to stronger talent recruiting and business performance," says John Andrew, strategic advisor for FedEx Office.

- **Nontraditional substrates.** One of the key benefits of wide-format printing is the ability to print on a wide variety of unique substrates. In addition to the fabrics mentioned above, innovative marketers are printing on everything from wood to metal and plastic to glass.
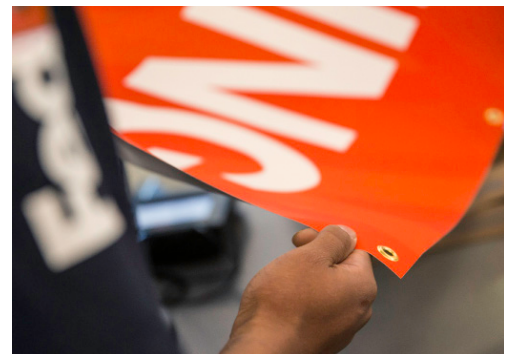
Localized messaging

Being relevant to their audiences is one of the main factors driving companies to get creative with their signage and printed pieces. "Localization" is one of the hottest trends in this area — a tactic that engages audiences with images that relate to a specific locale and culture. People are naturally drawn to icons and places they recognize, so the messaging is even more effective and memorable.

"Organizations are finding when they create marketing campaigns with images and headlines specific to the area, it builds affinity with their customers."

— John Andrew, strategic advisor, FedEx Office

Brand consistency

Making your message memorable for your audience means they really need to see it between seven and 12 times. Because multiple impressions are required, color management is a trending topic in organizations looking to create brand consistency across multichannel (digital and print) marketing campaigns. With all the different vehicles available for presenting your brand, getting a consistent look and feel can be a daunting challenge, but it's a very important one. Look for print providers that have process-control systems in place to drive consistent color across all of their production platforms.

The reason to get in front of the challenge is that research shows customer engagement increases 40% on average when graphics that convey quality are part of the message. And 54% of customers believe the quality of materials is a strong reflection of the business's product or service.*

Keeping these trends in mind as your organization plans and develops communications will help you ensure your messaging inspires your audience and your marketing investments deliver the best return possible.

40%
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