

## Advantages

Here are some of the advantages of your LED display:

- The business owns the form of advertising.
- The advertising works for the business 24 hours a day, 365 days a year.
- The outdoor LED sign acts as the "salesman on the street" attracting customers into the business.
- The advertising speaks directly to the potential customers as they drive past the business location, and the Electronic Message Center makes the business a landmark in its community.
- Unlimited number of message changes and variable controls, all easily completed with a computer.
- Advertise specials while also displaying public service information or other items of public interest.
- Quickly "brand" your business site in the local community.
- Best and most cost-effective forms of paid advertising. The only form of advertising that may be more powerful is word of mouth.
- The effectiveness of an Electronic Message Center is not limited by space or surface area constraints as with a reader-board.
- Allows you to market your products and services to your immediate trade area and prevent wasteful advertising expenses.
- Change the message as needed to provide information to specific retail customers, and can be used for political, social or community events.

An LED display is a marketing tool and sign solution rolled into one. With an LED sign you can get your message across to more people in less time. It is highly noticeable at nighttime and daytime. LED signs allow your business to grow and change and not need a new sign to highlight a new feature or service provided by your business. Our LED signs have digital movie playback capabilities and support common formats such as avi and mpeg movies. LED message displays feature computer software to ensure easy operation and minimal effort on your part. LED message centers can even be simply placed on a mobile trailer and put out during high traffic hours providing a more effective use for your business. According to a recent SBA study the 3 key factors to the successful development of your commercial property are Visibility, Accessibility and Parking. With visibility being the number one consideration in generating attention for your location from the mobile market in front of your location, you must ask yourself, "Am I doing a satisfactory job drawing attention to my business?"

Your potential customers can draw three conclusions from your business front.

- A good impression.
- A bad impression.
- No impression at all - they don't see you.

When was the last time you spent money at a business that projected a poor image, or a business you never saw? If you are like most of the population, the answer is, "Never!"

The average customer has less than 7 seconds to develop an impression about your business. The old axiom, "First impressions are lasting impressions" has never been more true. If you want to make more money in today's competitive market, you better put your best foot forward.

The "sure fire" method in the past of attracting attention has been to put up the biggest sign possible. You see this method employed at almost every franchise location. It works, but at a cost. The average franchise spends over \$75,000 on signage. Premium franchises spend 2 to 4 times that amount. Why? It works!

Most independent business owners have budget constraints, location restrictions, and a limited knowledge of marketing tactics. The end result is a poor outdoor advertising campaign. What can you do?

The first thing is to arm yourself with some basic knowledge about consumer recognition. Your success does not depend on sign size, but your ability to attract new customers to your location. Here are some standards that you need to consider: Key Factors in Attracting Attention

- People think in PICTURES, not words. No matter what language people speak, a GRAPHIC creates INSTANT RECOGNITION. A graphic that describes your business will define you in seconds. A words only type sign gets less than 10% visibility, a graphic gets over 80%!
- COLOR grabs attention. Think "Golden Arches." If your sign program has a color scheme that blends into its surroundings you are effectively camouflaging your message.
- LIGHT. It does not matter what your hours of operation are. People (potential customers) are mobile and in front of your business 24 hours a day. Many NEW CUSTOMERS see your business for the first time "after hours."
- MOTION. A sign that presents motion or action is 90% more effective than a sign that is static. Have you ever been to Las Vegas?
- CONSISTANCY. Present a consistent image and message to your customers and they will remember you. Your sign

should reflect the image you are presenting with your other advertising methods. People "Go Where They Know." Your Yellow Pages, News Paper, Radio, and Direct Marketing advertising will generate more business when people recognize "Who You Are" and "Where You Are Located."

- IMAGE. Consumers need to interpret your message as positive and "up to date." When a potential new customer looks at your business they need to say to themselves, "I can get what I am looking for at that business."