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HOW TO GET MORE FROM **YOUR STORE SIGNAGE**

40 VISUALS

40 VISUALS

Leaders in Point-of-Decision Signage



Working with over 250 luxury brands and thousands of jewelers worldwide

THE IMPORTANCE OF GREAT SIGNAGE

NEARLY **8 IN 10** (76%) CONSUMERS
ENTER A STORE **BASED ON SIGNAGE**

ALMOST **7 IN 10** (68%) CONSUMERS **PURCHASED**
A PRODUCT OR SERVICE **BECAUSE OF SIGNAGE**

3 OUT OF **4** CONSUMERS HAVE **TOLD SOMEONE**
ABOUT A STORE **BASED SIMPLY ON SIGNAGE**

2 OUT OF **3** OF CONSUMERS BELIEVE THAT A STORE'S **SIGNAGE**
REFLECTS THE QUALITY OF ITS PRODUCTS OR SERVICES

POOR SIGNAGE (MISSPELLING, POORLY-MADE)
DETERS 52% OF CONSUMERS FROM ENTERING A STORE

PAMELA N. DANZIGER

LET THEM EAT

Cake

MARKETING LUXURY
TO THE MASSES—AS
WELL AS THE CLASSES

“Over 95% of consumers
buy something else than
what they came into a
luxury store to buy”

Pam Danziger

The 5 Different Strategy Types of Signage



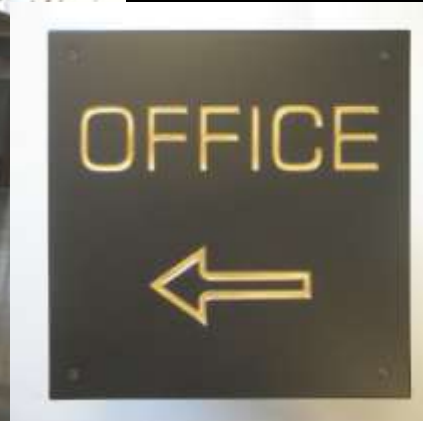
Always start with an **Objective** in mind
for effective Signage



INFORMATIONAL STRATEGY

“Give me the **lowdown**”

“Show me **the way**”



DIRECTIONAL STRATEGY



SALE

UP TO
50% OFF

PROMOTIONAL STRATEGY

“What’s your special offer ”



"I'd like to **be** her"

ASPIRATIONAL STRATEGY

“Let me see that”

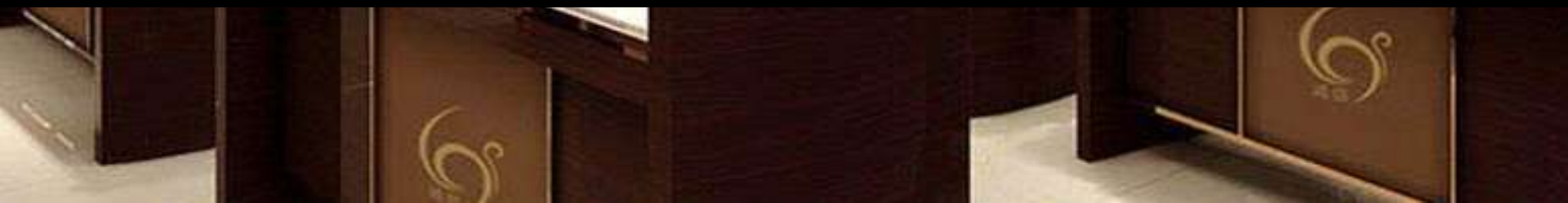


MOTIVATIONAL STRATEGY





Most signage in Jewelry stores is Motivational Signage



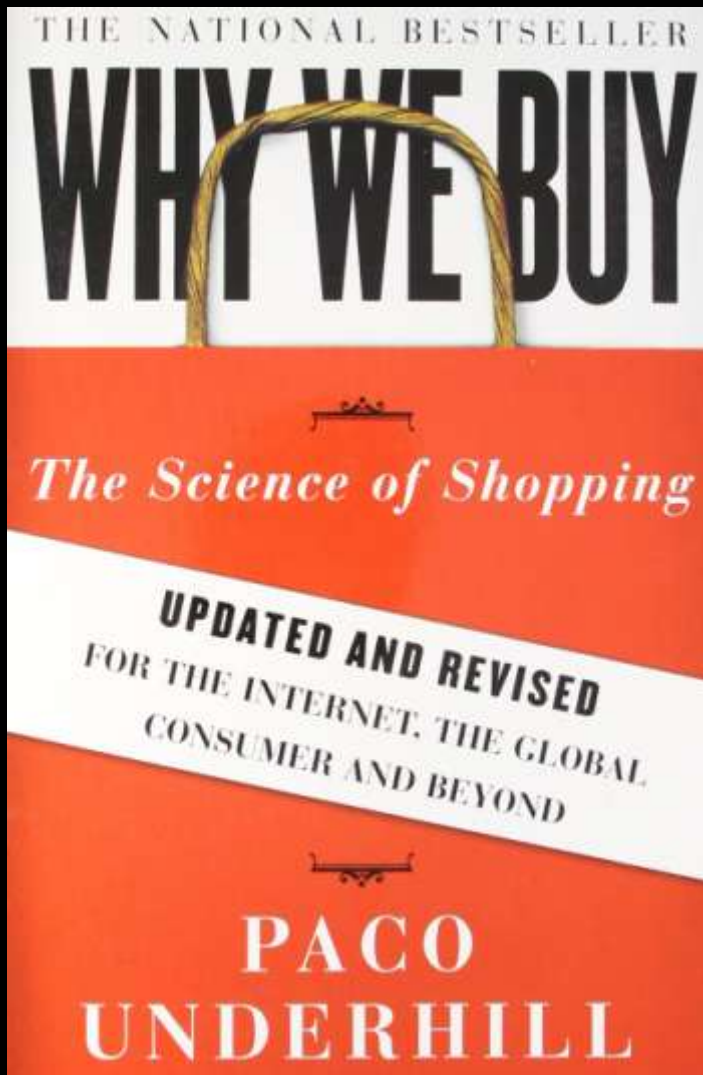
Signage Strategy

"Hot Tips"

Always start with "Signage Objective" in mind
It will be easier to make them effective

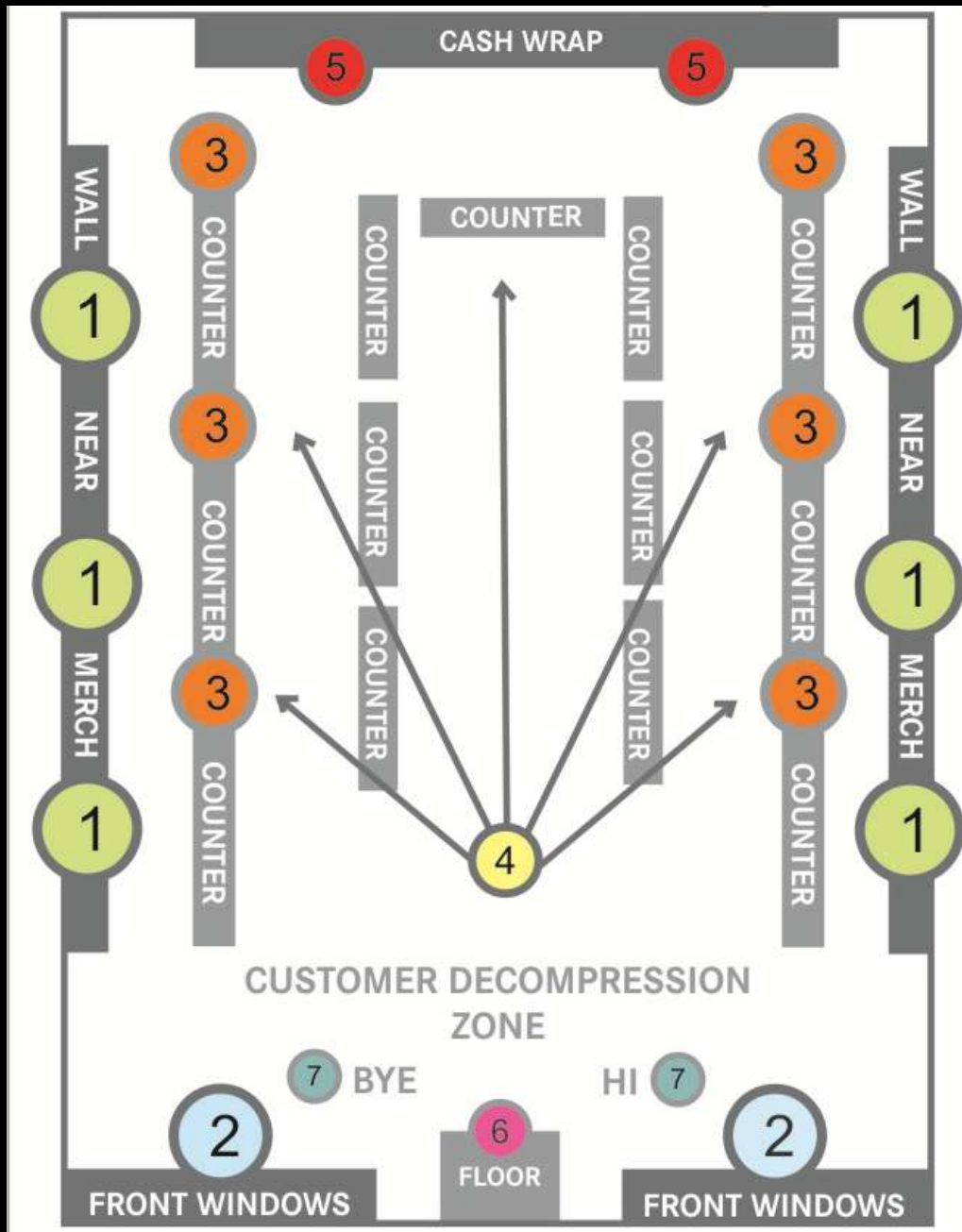
Remember the 2 second rule
Think like a billboard

Budget for frequent change-outs of visuals
to show fresh looks to staff and customers
Use funding from vendors where possible



“Putting the wrong sign
in the wrong place
is about as effective as
putting it in your
garage”

Paco Underhill



Signage
Messaging Zones in a
Jewelry Store



Window
first surface



Window
second surface



Window
behind the glass



Walls



Outside the store



Counters and in-case



Hanging



new
at Staples



Floors



Free Standing

Signage Message Zone

"Hot Tips"

Make sure printed signage is high resolution

*Your customers live in an **HD** world*

Be sure each zone is designed to be easy to change out artwork

This will cut down on installation costs and will stretch your overall budget

Position signage near merchandise whenever possible

It can double as directional signage

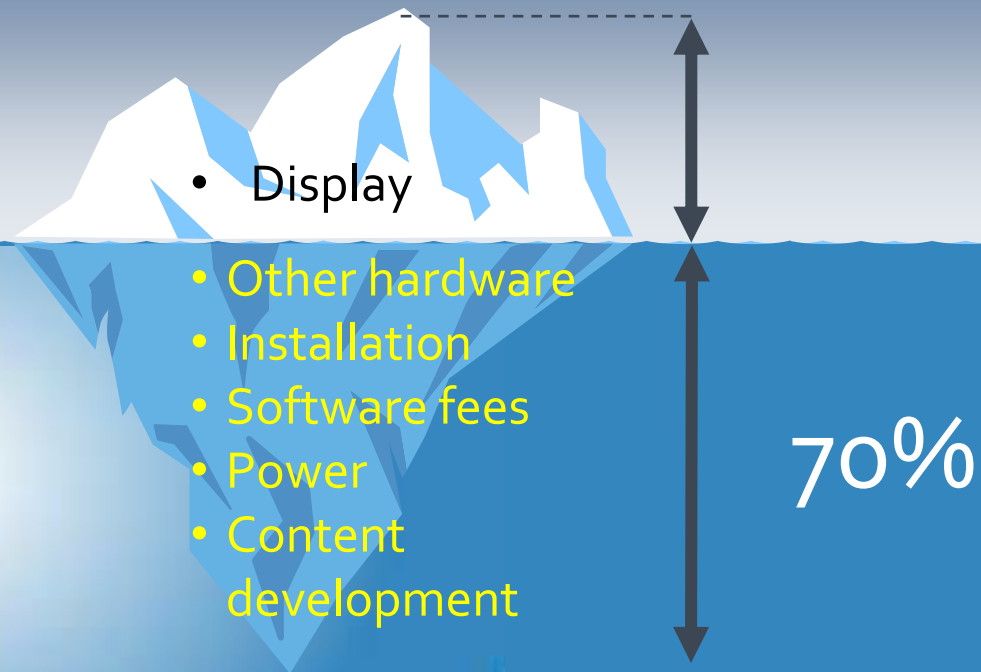
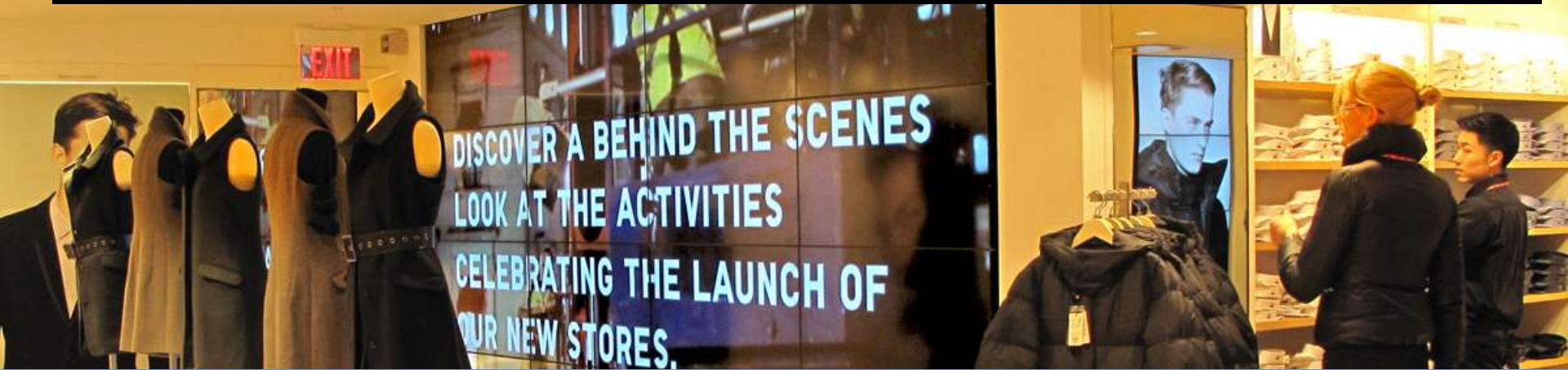


**Printed Signage
Excites**



**Digital Signage
Should Help Tell Your Story**

But **Hidden Costs** of Digital Signage Have Been a Barrier to Adoption



Things To Consider For Installation & Deployment

Powerful hard drive on media player will increase performance



Power



LAN

Large Format: Go Big or Go Home



- ▶ Displays of 85-inches and above are now entering the mainstream
- ▶ UHD adoption beginning to expand



UHD screens will be the new standard



3 illustrations of *what not to do* with digital signage



MICHAEL KORS

Avoid the noise

the buffet



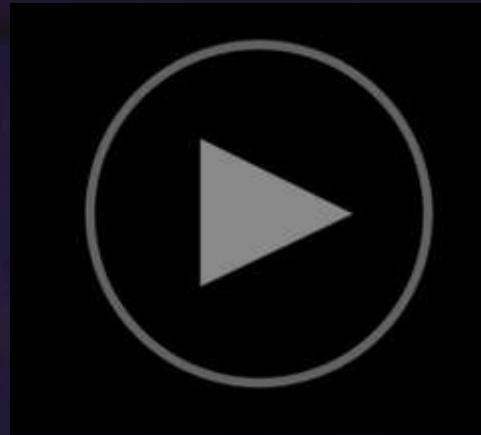
Aria
RESORT & CASINO
LAS VEGAS

Beware of interactive screens

menu

info

other dining



GUCCI

GUCCI



Poor quality and "what the heck are you trying to tell me"



3 examples of *great* digital signage

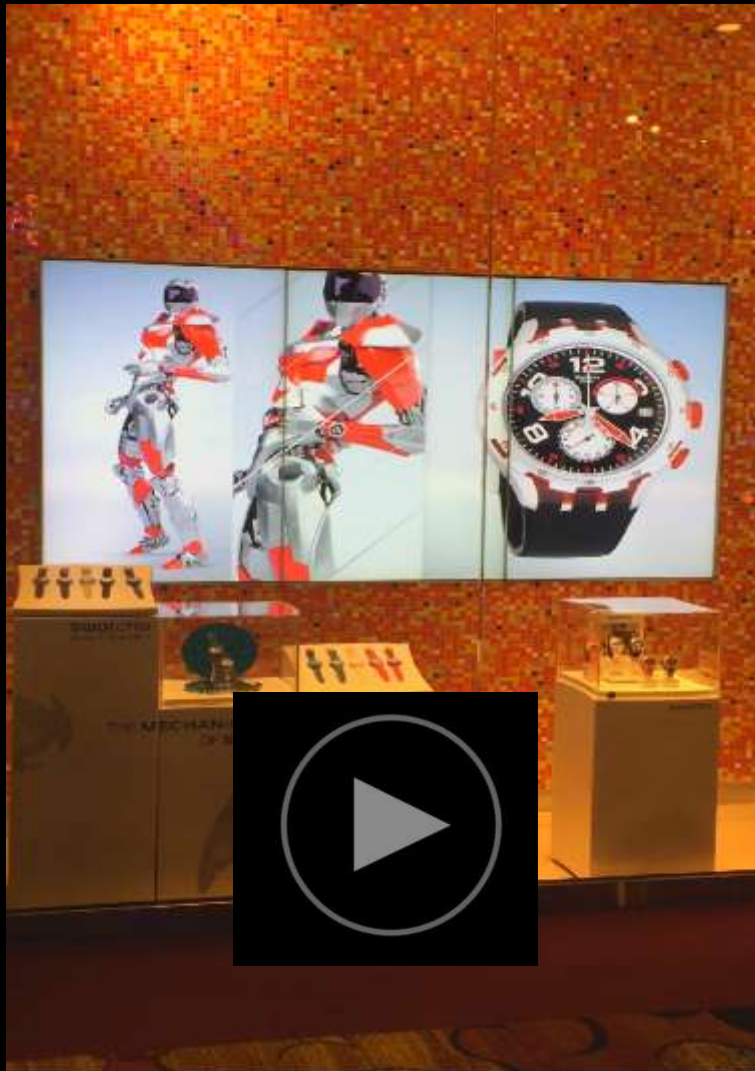


- ▶ Grabs your attention
- ▶ UHD adoption



- ▶ Augments the environment





swatch[®]

- ▶ Can get message in 2 sec
- ▶ UHD adoption



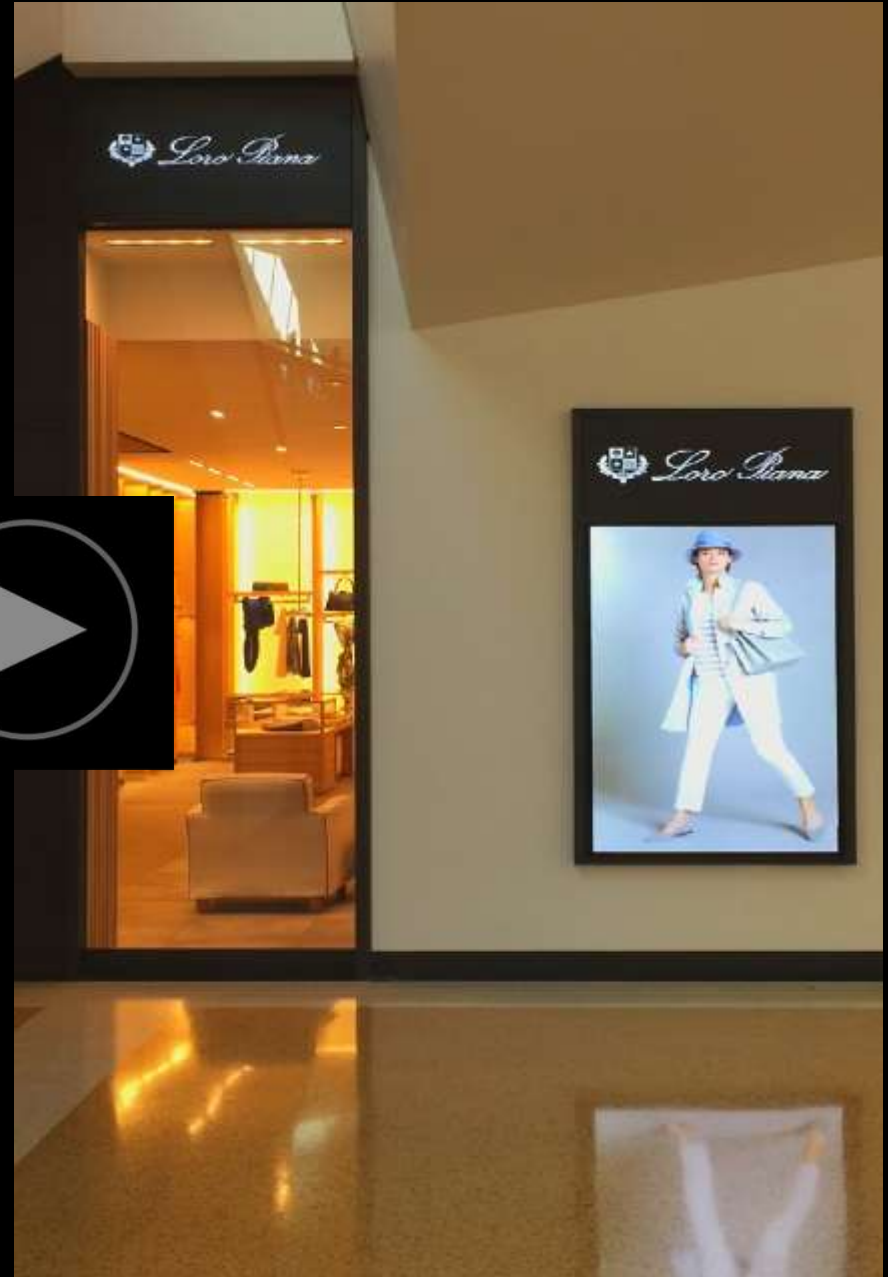
- ▶ Succinctly tells the product story



- ▶ Avoids the noise
- ▶ UHD adoption



- ▶ Very inviting



Digital Signage

"Hot Tips"

Make sure digital screen is Ultra HD

Again : *Your customers now live in an HD world*

Be sure content **augments** the environment

*Allow for a healthy budget and replacement strategy
your customers will expect new content every visit*

Avoid the noise

Get the message across quickly and succinctly



Edgeless Frame Fabric
Hot Trend



FalconBoard Hot Trend



TODD ENGLISH
P.U.B.



PUBLIC URBAN BAR
CARVERY • GRILL • RAW BAR

Brick Wrap
Hot Trend

FIRE
DEPARTMENT
VALVE.



Window signage Layering
Hot Trend



Contour Cut Window Wraps
Hot Trend

How to master signage used at the point of decision

Understand the 5 different types of signage strategies



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Know **when** to use print and **how** to use digital

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Know **when** to use print and **how** to use digital

Use latest trends to set your brand or store apart

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