HOW TO GET MORE FROM YOUR STORE SIGNAGE

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

SOURCE: PRINTING IMPRESSIONS
“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
PROMOTIONAL STRATEGY

“What’s your special offer”
ASPIRATIONAL STRATEGY

“I’d like to be her”
“Let me see that”
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
Outside the store
Counters and in-case
Hanging
new at Staples
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

- Display
- Other hardware
- Installation
- Software fees
- Power
- Content development

70%
Things To Consider For Installation & Deployment

Powerful hard drive on media player will increase performance.
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
Avoid the noise
Beware of interactive screens
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
- 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
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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- Understand the 5 different types of signage strategies
- Know when to use print and how to use digital
- Use latest trends to set your brand or store apart
- Learn to maximize your signage budget