

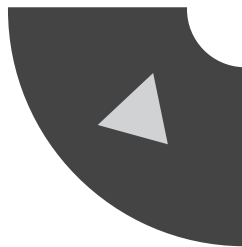
Signage makes your store better for the customer



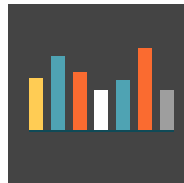
### INFORM

Provide directions to a specific product or service

Unlike other activities, indoor signage impact is immediate



Signage is responsible for  
**50%**  
of your traffic



**68%**  
of shoppers make purchases because of signs



### SELL

Pique interest and persuade the customer to buy

Great signage directs, promotes, engages, entertains, informs or showcases

**34%**  
of shoppers relate sign quality with store quality



### EDUCATE

Highlight and differentiate the features and benefits

**40%**  
of shoppers rely on signage to inform their choices



### ENTERTAIN

Clever copy and visuals to engage

**85%**  
of shoppers say signage conveys business character



### EMOTIONALIZE

Forge an emotional connection

