

# Ten great reasons to use poster advertising in your media mix



## 1. Money matters.

Posters are one of the most cost effective forms of advertising on the market.

Posters allow you to spread your message to a wide audience far cheaper than radio, print or television advertising in a simple, easy and affordable way.

## 2. Posters are credible.

Poster advertising is a tradition that carries itself with distinction. Customers are more likely to trust poster adverts because they appear in public places and are more accessible. Posters have a rich visual history embedded in our psyche so if in doubt, Keep Calm and Poster Advertise.

## 3. Customers Need YOU!

Poster campaigns may have history behind them but they have a future in front of them. Use them to create a direct call to action for your customers and tell them what you want them to do. Phone this number. Tweet this message. Visit this shop. Grab this discount. Poster campaigns create direct, effective response.

## 4. Posters ads are highly visible.

Posters are easy to see and pictorial messages are what makes poster advertising so unique. A great poster with a striking and compelling visual can improve your company's visibility. So let your business shine!

## 5. They are versatile.

Endless design possibilities, fabulous fonts, gorgeous graphics and joyous words combine to offer your business huge advertising scope using poster power.

## 6. If you like it then you better stick a pin in it.

Think of your poster like a memory pin for the customer – poster advertising makes your message stick in their minds. Good posters are vibrant, creative, succinct and memorable.

## 7. A captive audience.

Shopping centres, public places, washrooms, lifts, escalators, eating areas and the heavy footfall outside toilet facilities all create perfect places for posters to impact on a captive audience.

## 8. Not all traffic jams are bad.

Heavy traffic in a shopping centre is good news for business, provides a guaranteed audience and insures your poster gets seen! Posters have the unique ability to reach a huge target audience and make an impact so take advantage of high traffic areas to display your poster for maximum reach. You can use your poster in some of the busiest shopping centres and designer outlets in the UK.

## 9. Posting isn't just for social media!

Posters can be used to raise the profile of your twitter handle, create a buzz on social media with a cleverly planned strategy of intrigue or used as a great way for people to instantly connect with your business. Customers can use phones to snapshot information they need for later so if your poster catches their eye it can cut across the social media platform too. Make your poster campaign go viral!

## 10. Posters are a powerful medium.

They have the ability to cause a rapid response in customers. A good poster can arouse empathy, connecting your company to the hearts and minds of customers with emotive visual imagery demanding attention. So to get noticed and get connected to your customers, poster advertising never fails.



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