



Visual Marketing and Communications Systems

From the entrance to the exit, each sign, point-of-purchase display, menu board and graphic plays a crucial role when communicating to your customer. But when used together, they can create a powerful visual marketing system, which makes it easier for your customers, drives the right sales and enhances the look of your facility.

At VGS, we understand the challenging requirements of successful marketing and the imperatives of an integrated Visual Marketing and Communication System. And in today's economy effective visual systems are critical in capturing your customer's attention to impactfully communicate ever-changing offers and differentiate you from the competition.

Below is a Checklist of things to consider when developing and improving your Visual Marketing and Communications System.

Overall Effectiveness – How effective is your current program?

- Does your system contribute or detract from your desired customer experience?

Communication - Does your system capture attention and clearly communicate your offering to your target audience?

- Visitors and personnel, foreign or local, young or old?

Appearance - Do your sign and graphics compliment the facility's architecture and decor?

- Is each communication element integrated and complimentary with your brand, theme and messaging?

Quality - Will your signs stand up to normal wear and tear?

Maintenance - Is your system flexible and adaptable to change?

- Can the facility's staff easily care for the sign system?
- Can sign replacements be updated in-house?
- For multi-facility programs, can you manage changes easily and the way you think best? Centralized production or updated locally at each site

Cost - What is the life cost of the signage system?

- How often does your messaging change? Daily, weekly, quarterly etc.
- Will future replacements and additions be affordable?
- Can the sign components be reused? Promotion to promotion, season-to-season etc.
- Remember, a "cheap" product might soon turn out to be an expensive lesson.

Source -What is the manufacturer's reputation?

- Do they have the expertise and knowledge required to implement an effective and comprehensive program?
- Do you consider them "just a vendor" or a true partner? Will they be there after the final installation for on-going support and future program changes?



More about VGS

VGS' capabilities are broad yet deep. We bring together a variety of disciplines – from design and engineering to project management, fabrication, installation and fulfillment – all under one roof. From point-of-purchase displays, in-store fixtures, and informational signs to eye-catching menu boards, signage systems and comprehensive brand programs, with VGS you are secure with **consistently superior results** whether you have a single facility or multiple locations around the world. With 28 years of experience, coupled with our diverse and talented team, you are assured a powerful visual marketing system designed to **increase sales and set you apart** in one of the most highly competitive markets today.

Think. Create. Experience.
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