

100%  
Organic  
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# Business 2 Business

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## Window Graphics: A Powerful Tool for Business Promotion

Window graphics offer a versatile and effective way to showcase your business and transform your storefront, creating inviting displays or advertisements and attracting customers.

### Benefits of Window Graphics

- **Increased Visibility** – make your business more noticeable from the street, attracting new clients.
- **Brand Awareness** – consistent branding across your windows helps reinforce your brand identity.
- **Cost-Effective** – a relatively affordable way to promote your business when compared to other advertising avenues.
- **Versatility** – the graphics can be used to showcase products, promote sales or display key information.

### Types of Window Graphics

- **Static Window Graphics** – configurable, permanent or semi-permanent, these vinyl graphics easily adhere to windows with a static charge. This is a reusable solution for displaying messages and promotions.
- **Perforated Window Graphics** – perfect for large exterior windows, these graphics have small holes that allow natural light to pass through, ensuring one-way visibility and privacy.
- **Opaque Window Graphics** – another option for ensuring privacy and useful for offices, these graphics completely cover a window. The materials may be frosted or feature high-impact visuals or lettering.

### Choosing the Right Graphics

- **Your Target Audience** – tailor your design and messaging to appeal to your target demographic.
- **Your Business Environment** – customize the look and feel of your storefront at various sizes and finishes.

Call us to get started on your eye-catching window graphics.



# WeDo

# The Importance of Product Labeling

Product labeling is a powerful marketing tool that influences consumer decisions, shapes brand perceptions, and conveys essential information. More than a tag or sticker on a box, a label is an essential device that bridges the gap between brands and consumers. When done effectively, a label acts as a “silent salesperson” that can capture a buyer’s attention and impact their choices.

## Building Brand Loyalty

When labels reflect a brand’s dedication to quality and ethical practices, they help build a deeper connection with buyers.

Elements such as sustainability certifications, ethical sourcing claims, and other relevant endorsements resonate with consumers who prioritize these issues. This alignment with consumer values can lead to increased loyalty and repeat purchases.

Transparency and authenticity are also highly valued by consumers in today’s market. Prominently displaying details like organic or fair trade on labels, for example, assures consumers of the product’s adherence to certain standards. Consistent and clear labeling will reinforce your brand’s positive image and encourage ongoing support from satisfied customers.

## Differentiation in the Market

With so many products competing for attention on retailer shelves, ensuring that your product stands out is essential. Strategic labeling helps differentiate a product from competitors. Unique design elements like distinctive colors and innovative graphics make a product more noticeable and appealing. In a sea of like products, a compelling label provides a competitive edge. Color selection, word use, and creative imagery can evoke specific feelings, creating a connection with the product.

By focusing on label design, brands can increase their visibility and attract positive attention, ultimately leading to higher sales and greater market capture.

As the market continues to evolve, brands that invest in thoughtful label design will be better positioned to capture consumer attention and build trust.

Let us help you captivate customers with visually appealing, meaningful label design. Contact our experts today to find the best product label solution for your brand.



# Event Authenticity

Creating Memorable Experiences



A Forbes study found that 90% of consumers value brand authenticity, making it strategically important to build brand loyalty and create lasting impressions.

## What is Event Authenticity?

Event authenticity means staying true to your brand while creating a welcoming atmosphere that enhances the attendee experience. Everything you incorporate into the event site, from the décor to the food and your promotional items, should reflect your brand.

## Key Features of an Authentic Event

### Intentional Design

Integrate your brand's values into every element of your event. Incorporate your logo or brand colors into the tablecloths, napkins, lighting or other decorative elements.

### Engaging Content

Ensure your content is meaningful, relevant and valuable so that it resonates with attendees. Reflect your audience's interests with interactive

elements and engaging activities that build connections with your brand.

### Personalization

Data from HubSpot shows that 70% of consumers say they want personalized experiences. Tailor experiences to reflect attendee interests, creating a feeling of belonging and community.

### Emotional Connection

Tap into attendees' senses through colors, lighting, music, imagery, space planning, storytelling and interactive and immersive experiences.

### Attention to Detail

Consider every aspect of the event and add thoughtful touches that enhance the overall experience, such as local cuisine, native flora or a local artist showcase.

By focusing on these key features, you can create authentic events that feel genuine and resonate with eventgoers.

## Did you know?

**Signage Solutions** from PIP reflect the proven expertise of seasoned creative professionals who have mastered design and production and understand how to effectively integrate signage into your overall marketing strategy. Want to do more with signs? Come to us and let your imagination go! We've helped marketers develop attention-grabbing solutions for windows, walls, floors—even service and delivery vehicles. We're your go-to source for colorful, eye-popping wraps that turn your mobile fleet into 24/7 marketing billboards. Of course, posters, banners and yard signs are only part of PIP's comprehensive marketing support.

Share your business objectives with us and we'll help you design an integrated, multi-channel campaign, complete with professional quality promo products, online storefronts, direct marketing and more.



## GET INSPIRED!

Need ideas or inspiration?

You need our blog! The resource center on our website contains blog articles, tips, insights, case studies, whitepapers and more to help with your integrated marketing efforts.

 **marketing tango.**  
THE RHYTHM OF INTEGRATED MARKETING

## INSIDE

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## 5 Tips for Creating Outstanding Custom Packaging

Custom packaging is more than a container for your products, it's a powerful marketing tool for elevating your brand's image and enticing customers. Here are five tips for creating standout custom packaging:

- **Know Your Audience** – Understand your audience's wants and needs and tailor packaging to resonate with them.
- **Choose the Right Materials** – Select materials that align with your brand's values and product needs. Consider factors like sustainability, durability and aesthetics.
- **Focus on Design** – Create a visually appealing design that complements your brand's identity. Use colors, typography and imagery that resonate with your audience.
- **Personalize** – Include elements that make your packaging unique and memorable, including personal touches or customization options.
- **Consider Sustainability** – Select eco-friendly materials and practices that appeal to environmentally conscious consumers.

Let us help you create custom packaging that not only protects your product but also strengthens your brand and drives sales.

## Catch Every Eye With Custom Graphics



Nearly every window and wall offers a marketing opportunity.

PIP will design and install window and wall graphics that turn heads and open doors.



# WeDo