Appealing Business Poster Design.

Posters are a very effective way to reach customers, so much so the practice of using posters to advertise goods, services, or events has been in use for well over a hundred years. With the correct design marketing posters can have a wide reaching impact. Some advertising posters from the late nineteenth and early twentieth century's are considered art and are still being widely circulated; which is an exceptional return on investment. Today posters are a vital tool in brand marketing and can be placed in a wide array of locations. Bus stations, restrooms at restaurants and nightclubs, in store windows, the possible locations to display a poster are nearly endless.

An effective location for multiple posters to be displayed is in a retail location where customers standing in line can read them. The posters may tell of a special that is currently running, or of a new product the customers may be interested in purchasing. Posters placed in a subway tunnel, or at bus stops all along a street, create repetition that will embed the message they convey in consumer's minds, this method is often used by political campaigns and public awareness pushes. This is known as *overcoming fragmentation of attention*, it is difficult to capture a customer's attention among other advertising and repetition is the cure. More and more business are using this method of repetition with posters to impact existing and potential customers. Poster artwork can be easily used on digital billboards and digital poster-boards to increase the amount of repetition the advertisement receives.

Posters are also effective in reaching customers who are impulse buyers. Seeing a poster outside a storefront or in a restaurant are sure to impact these kinds of customers most.

For $105 we will design your poster up to 48 inches in width and length. Included are one initial concept and up to 4 rounds of revisions.