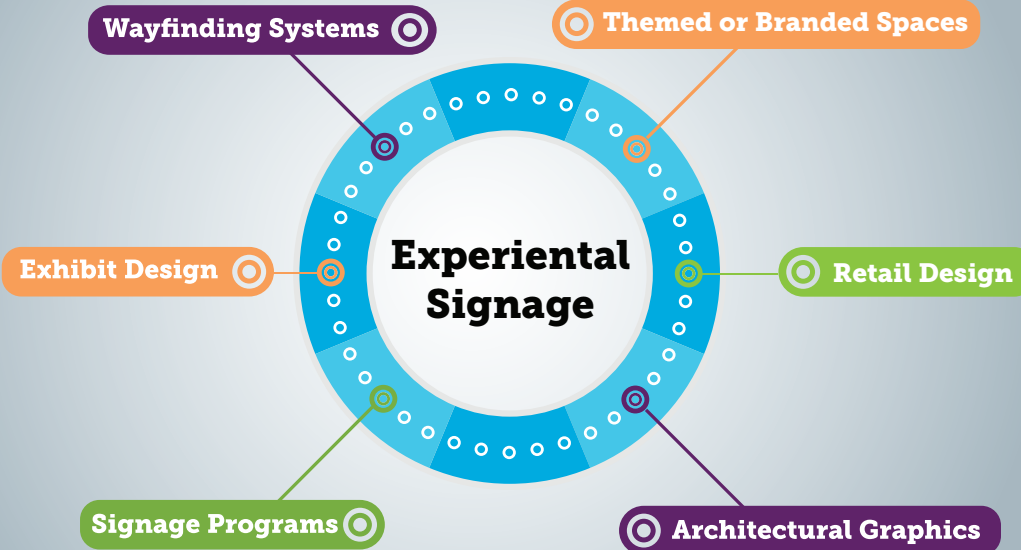


# EXPERIENTIAL SIGNAGE

COMBINING VISUAL  
AND SENSORY ELEMENTS



## SHAPING EXPERIENCES THAT

ORIENT



INFORM



EDUCATE



DELIGHT!



## Interactivity:

A defining characteristic of experiential marketing, sometimes it's as simple as adding a QR (Quick Response) code to your signage or printed materials to link smartphone users to your website or social media page.



The percentage of 13- to 23-year olds surveyed by Jack Morton Worldwide who say experiential marketing is extremely or very influential on their opinion of a product or brand.



Through experiential signage, you'll connect consumers to your brand in as many ways as possible.

## 5-To-1 Return on Investment

75% of companies with marketing budgets of \$50-\$100 million said they expect an ROI of more than five-to-one for experiential initiatives; those with smaller budgets anticipate three-to-one returns.

