

Topic: Outside Banner

Frame Shop: SB Framing Gallery



GOAL

Awareness of my shop in the neighborhood=growth

IDEA

There will be upcoming construction and need clear signage. Outside 2 sided banner to hang on side of wall that has logo and framing.

DEVELOPMENT

Ideas to create awareness of my shop, low cost to help with word of mouth, plus acknowledge that my shop is part of the retail area.

DEMOGRAPHICS

Sarah's Gallery is located in a population area of approximately 100,000 or more and she is experiencing a level economic state in their area.

EXECUTION

I worked with FastSigns to create banner (I have worked with this company before). The banner was designed to hang "Flag Pole" style, which secures both ends of the Banner so that it is visible and won't blow around. I had the Banner mounted to the front of my Gallery. I had to receive permission from 3rd Ward Association. I then announced the new Banner on my Facebook Page.

RESULTS

I believe that it is "bringing awareness" that my Gallery is located here. I have received compliments from local shop owners.

	Time	Cost
Developing the plan		
Researching		
Initiating		
Maintaining		
Wrap Up		
Total Cost		\$199.97
Nelson's Certificate		\$200.00

