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REASONS for DISPLAY GRAPHICS

1 Make a Strong First Impression

Graphics display your brand image and your company identity much quicker than words alone. Displaying graphics in your workplace lets you select and broadcast your strongest first impression.



2 Convey a Specific Message

The right visual is essential to telling your brand story. Consider the main appeal of your product, and what your customers prefer. Choose graphics that match your target market and convey your specific business message.

3 Customize to Distinguish your Brand

Use custom graphics to capture the unique essence of your brand or business identity. This separates you from the competition, especially in a crowded marketplace. A customized business graphic is much more likely to be remembered.



**OVER
9 in 10**

young professional (millennials age 22 - 37) agree a company's brand experience and culture exhibited in their physical environment should match their marketing experience elsewhere (Blessing & White Study).



Work productivity increases as much as **32%** when allowing employees input into enhancing their work environment (University of Exeter/ Ambius Study).

4 Motivate Employees

Research suggests displaying workplace graphics inspires creativity and progress from workers. Exeter University reported people working in enriched spaces (decorated with art) were 17% more productive than those working in lean (undecorated) spaces (Forbes, May 2016).



5 Inspire Innovation

Blank or bland walls make people feel institutionalized. Conversely, displaying unique and beautiful graphics suggests you welcome innovation. Showcasing customized visuals tells people that your business welcomes and values individual expression and accomplishment.

