

It's not just Window Dressing!



• Fusion Shoes

Business owners often spend hundreds and thousands of dollars on various media, including yellow pages, local newspaper advertisements and various outdoor mediums such as transit shelters, bus wrap advertisements and billboards.

What is often overlooked is the opportunity that exists readily at hand...the storefront of the premise where the business is located. The windows of your storefront are a 'billboard' for your use and one that is located right in front of your most immediate client prospects.

A lot of business owners state that the windows are their opportunity for potential customers to look inside the business or to use as a display area. While this is true, the reality is that a lot of times glare off of the window prohibits effective viewing or the store itself is set so far behind the glass that visibility is not well defined.

The solution to this? At Urban Image Group we work with you to develop your own advertising campaign that is digitally printed onto perforated vinyl and then installed directly onto the windows. The perforated material allows staff and customers inside the store to still see outside but from the outside of the store the material transforms your storefront via high resolution graphics.

The campaign could include product photos, lifestyle types of advertising or anything else that our imaginations can come up with. We encourage you to let us have some fun with your brand, think outside the box a bit, and to have you work with us to create a campaign that will have people talking and bring attention to your business.


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signage solutions: design/build

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