



Oversized Marketing Promos: Why Bigger Is Better

Have you tried countless different ways of marketing your business, product or service with little success? Is your existing marketing campaign in dire need of a jump start? Finding new approaches to promoting your company is vital to being successful in your marketing efforts when stagnant, played-out techniques just don't tend to yield very effective results. Oversized marketing promotions can breathe some new life into old techniques, getting your message out to an entirely new audience.

Bigger is better

Oversized marketing promotions can undoubtedly create a great deal of buzz and excitement for your company and its products and services. Depending on where your business is located, a large, brightly colored vinyl banner can draw a lot of attention to an exciting announcement, contest or other promotion you may be holding. People's eyes are naturally drawn to large, bold print advertising; it's a key part of the reason for the huge popularity of billboards along the highway.

Making your message stand out

While there is plenty to be said for subtle marketing techniques, huge print advertisements can pack a real wallop when promoting your brand. Perhaps surprisingly, simplicity is integral to any oversized marketing promotion. Although the artwork and print may be splashed across an enormous canvas, the end result should never be too busy; your message should be clear, concise and to-the-point so that people can take it all in. Including a lot of small print or extraneous information detracts from the power of oversized advertising.

Oversized marketing promotions pay for themselves

Unlike many popular forms of Internet, radio, television and newspaper advertising, you only pay once with oversized marketing promotions. Therefore, setting aside a decent budget for a quality product is key. Once it is complete, it can be used again and again to generate interest and to turn your marketing campaign in an entirely new direction. Using a rotating display of different banners, posters and other print advertising can spice things up, keeping them from getting boring or dull.

You don't have to stick to posters and banners, either: Postcards, brochures, flyers, catalogs, and booklets can all be printed in oversized formats to get attention from the mailbox to the street.

Wow look at that!



When people get used to the way a building or business looks from the street, they tend to quit noticing it. This is obviously the opposite of what you want; so putting up a flashy new poster or banner can make people do a double take - and will often draw them in for a closer look. The point of oversized marketing promotions is to elicit stares and comments from passersby - in a good way. When designed correctly, they will do just that - and will help you achieve new levels of success in your overall marketing campaign.

If you're at a loss for new ideas in advertising, give oversized marketing promotions a try. They are a great way to perk up your existing campaign, and can breathe new life into your marketing efforts. Businesses who try them once tend to use them again and again, thanks to the positive results they achieve.

About Us

Since 1985, Spectrum has provided better printing and service to nearly 5000 small business marketers, business owners and graphic designers. Spectrum combines state-of-the-art capabilities and the industry's best digital and offset sheet fed and web printing equipment with experienced print professionals and color specialists to deliver quality, consistent color matching and 99.8 percent on-time delivery. By offering a 100 percent customer satisfaction guarantee, Spectrum also stands behind every order, every time. Spectrum is your success story!

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