

6 BIG BENEFITS OF DIGITAL SIGNS

Part 5: Grab Attention

THE START OF IT ALL

Many people do not realize the first “Time and Temperature Sign” was manufactured and installed for the Seattle First National Bank in the early 1950’s by sign company owners/inventors, Luke Williams and his brother Chuck, founders of American Sign & Indicator Company.

ONGOING TREND THAT WORKED

This started a big trend and banks began erecting these types of signs all across the country: some located them on roof tops like the Casco Bank and Trust in Portland, Maine, and others ingeniously mounted them along with their bank’s street identification sign. The primary purpose was to draw attention because they knew people in the communities they served were forever interested in knowing the current time and temperature. Funny, even with all of today’s modern technology in cars and cell phones, people are still attracted by these signs.

ATTRACTING THE LOCALS

Sean Payant, Senior Vice President of Haberfeld Associates, keynote speaker at this year’s Virginia Bankers Association’s Retail Banking & Marketing Conference, mentioned that most bank customers live within 15 miles of a bank branch in rural areas, and within 2 miles of branches in urban settings. Since the average personal banking customer is retained for 7.49 years and commercial customers for 8.29, sign devices that attract ongoing attention of the locals are essential to keep customers coming in.

MODERN IMPLEMENTATION

Today’s time and temperature signs can be part of full-color, animated LED displays that businesses utilize to:



In Portland, Maine there is a building named the Time and Temperature Building. Its name originated after the large electronic sign on its roof was installed in 1964. (Photo courtesy of Mike Cempa.)



- Draw attention to their brand
- Help community partners with public service announcements
- Offer an ongoing call to action

Project managers at Holiday Signs apply these three important details concerning digital signs:

- *Branding and Aesthetics- Blending Digital Signs with Branding and Architecture;*
- *Technical Aspects of Installation, Training, Operation and Service;*
- *Business Advantages of Implementing Digital Advertising at Customer’s Location(s).*

“Attention-grabbing signage is essential to keep customers coming in.”

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