

# 6 BIG BENEFITS OF DIGITAL SIGNS PART TWO- LET OTHERS PAY FOR IT: DON'T OVERLOOK THE CO-OP VALUE OF SIGNAGE

We love the opportunity to help retailers sell their products and services with digital signs. Manufacturers also love to help push their products and offer creative programs to reimburse them for promoting their brands. These cooperative advertising programs make it possible for single or multi-location retailers to lease or purchase powerful digital signage systems that transform traffic into customers and help grow sales.

When funded by co-op ad dollars, an on-premise digital sign becomes a way:

- retailers can maintain a high profile in their community without spending lots of their own money;
- manufacturers *and* retailers can share the cost of advertising at a local level where both benefit from increased sales;
- retailers can offset the sign's cost from manufacturer's reimbursements and incremental sales earned from the sign's effectiveness.

Can co-op advertising really pay for my sign?

Yes! Every year in the US over \$50 billion is used for ad subsidies and an estimated \$12.8 billion goes unused. Co-op dollars from manufacturers can be used directly for digital sign advertising.



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What are other advantages of co-op advertising?

- Co-op advertising increases the reach and frequency of not only the advertised brands, but also of the store's name and local brand;
- Using co-op advertising for national brand merchandise associates the retailer with the manufacturer's national advertising campaigns and identifies them as the local source for the national brand;
- Co-op advertised brands help sell other products once the consumer is in the store.

Co-op funds generally accrue on a calendar-year basis and don't roll over. If a retailer does not use all of their accrued co-op funds, they are essentially throwing away money. Now is a good time to contact the manufacturers you sell the most product for to see for yourself how easy it is to fund a new digital sign and increase sales!