

6 BIG BENEFITS OF DIGITAL SIGNS PART ONE- CONNECTING WITH YOUR COMMUNITY

Digital Signs can help a business realize big gains in many ways. One way is providing an effective medium for promoting a corporate cause to the public.

PARTNERING WITH YOUR COMMUNITY

Puritan Cleaners has been named Richmond's Best Dry Cleaner for over 20 consecutive years. This well known retailer helps local communities surrounding each of its 13 locations with a line-up of special programs and events throughout the year. One such program is Coats for Kids. The Coats for Kids program, now in its 26th year, is one of many ways the dry-cleaning chain gets involved with the community, making a big impact on store traffic, public relations, and help for those in need. As the temperatures fall here in Virginia, many children will soon benefit from the winter gear donated by Puritan's many customers and community friends.

CAUSE MARKETING

When a successful business like Puritan links up with a strong cause like Coats for Kids, positive things happen. Cause marketing refers to a type of marketing involving the cooperative efforts of a for-profit business and a not-for-profit organization for mutual benefit. “Cause marketing is a good way for any business to differentiate its brand by linking it to something more human,” says Kellie McElhaney, author of the book *Just Good Business*, who says that stories trump facts when it comes to social marketing. Most people can relate with community awareness stories and messages about children in need. Seeing these types of community calls to action makes most people want to participate with the brand that promotes such good will.



Pictured top to bottom: Sign at Boulevard Store; Mike Bragg, Customer Service Rep, with newly donated coats; Sign at Staples Mill Store; Sign at Parham Store: In between the Coats for Kids ads, Puritan runs its normal rotation of ads and the time and temperature information.



DIGITAL SIGNS HELP

Digital signs can help businesses like Puritan Cleaners promote their causes, and are the best way to attract the attention of thousands of people a day passing by their stores. “We have enjoyed the flexibility of our three electronic message boards. In addition to the great visibility and clear messaging, we really have enjoyed the the ability to change our signs remotely as events occur. Communicating our message, including Coats For Kids, has never been easier,” explains Norman Way, Director of Operations of Puritan Cleaners.

The ability to post full-color animated ads over and over each day to the passing public helps businesses stay in touch with their existing base and inform newcomers about their services, while at the same time share the needs of community partners. Talk about return on investment! Ask the little girl on her way to school this winter about the value of digital messaging that inspired the donation of her warm winter coat!

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