

Tips on Digital Signs Part 2: Message Ideas

Recently, I visited a store whose sign looked stunningly clear and easy to read, but the next day...not so much. The difference was that the first day was cloudy and every message popped; the next day was nice and sunny, but on one side of the sign the messages looked washed out and nearly impossible to read. The safest way to guarantee your messages are easy to read for any kind of weather is to **use maximum contrast between the color of your message and your background color**. Don't be fooled by the sun.

As mentioned in [Tips on Digital Signs Part 1](#), **you must constantly train customers to read your digital sign**. Time and temperature is essential, and you can go one step further by offering storm warnings and road conditions.

In Part 1, I mentioned that your message should be nine words or fewer. Fewer is better. Depending on the size of your screen, five words may be the most effective. **Remember, you are working with a canvas that people will try to read 100 feet or more away**. Do not tie in two different messages with one screen behind the other. For example: on screen 1 is posted, "Make sure to visit our" and on screen 2 is posted, "New Gift Department." Unless cars are stopped, occupants in a vehicle will only read one of the messages. In this instance, the message "New Gifts Inside" works wonders.

Do not bother putting your pharmacy's website address on your sign. If people are interested in your store, they will simply Google your store's name. Very few people remember website addresses when going more than 30 miles per hour. That means seven- and 10-digit phone numbers are a waste of canvas as well.

Digital Sign Message Ideas:

- Time and temperature
- Today's date
- Road conditions
- "Please Drive Safe - School in Session"
- Any brief health tip
- Congratulations to local schools/sports teams
- Countdowns to major holidays (example: "5 Days to Mother's Day")
- "Shoes for diabetics fitted here"
- "Diapers on Sale" (Note: Advertising diapers at your cost or slightly below your cost will attract mothers with young children.)
- "We Deliver!"
- Drive-Thru
- "Our prices will make you smile!"
- "Pepsi \$1.99." (Note: Whether you agree with selling soft drinks in your pharmacy or not, if you want people in your store, having Coke and Pepsi on sale will do the job.)
- "For Allergy Relief, Turn In"
- "Our Pharmacist is a Mom [Dad] too!"
- "Caught a Cold? We can help!"
- "Experts at listening to you."
- "No sun? Take D"
- "Prilosec \$18.99." (Note: Prilosec is in the top 5 of OTC items; a sale can drum up some business.)

- “100 Nail Polish Colors”
- “Beautiful Earrings!”
- “We fix sunburns”
- “Zanfel for Poison Ivy Relief”
- “386 Sugar-Free Items”
- “75 Gluten-Free Items”
- “Organic Chocolate YUM!”
- “621 Items at \$1 or less”
- “Canes with fashion in mind”
- “Greeting Cards 99¢”
- “1,000 greeting cards to choose from!” *(Note: a 4-foot rack averages 104 different cards, so getting to 1,000 is easy – actually, too easy.)*
- “Reading glasses priced to lose.”

Please share your successful messages by emailing me at gabe.trahan@ncpanet.org.

-- Gabe Trahan, Senior Director of Store Operations and Marketing