

## About the Signage Foundation

The Signage Foundation, Inc. is a not-for-profit, non-partisan organization dedicated to fulfilling the educational, research and philanthropic purposes of on-premise signage. The Foundation works to promote signage in the societal sense, educating the public about its social, economic and aesthetic value to the at-large society and emphasizing to users how to maximize their communication effectiveness.

## Purpose of the Business Makeover Project

Thank you for your consideration of participating in the business make-over case studies project sponsored by the Signage Foundation, Inc. The purpose of this program is to gather information about your company concerning recent update or changes you have made in your on premise signage and how it has impacted your business.

After the data is collected, your business may be showcased in either or both:

- (1) a written narrative with visual images
- (2) video to share interviews and comments from you and the sign company that completed your makeover to demonstrate the significance of the makeover.

## How to get started

The Signage Foundation, Inc. has developed an information packet or kit for your company to fill out concerning your recent signage makeover.

All you need to do is:

- (a) Contact the Signage Foundation, Inc. to indicate your interest in participating in the business makeover project.
- (b) Complete the information packet to provide the necessary data for the development of the case study.

The Signage Foundation looks forward to this opportunity to highlight the effective make over of your business with the use of on-premise signage.

# pre\_update

1 What motivated your company to initiate changes in your on-premise signage?

2 What changes were made to your signage? (color, size, location, new sign)

3 How did you decide on what changes to make?

4 How much did your signage update cost?

5 How long did the process of updating your signage take?

6 How long did the permitting process take?

7 Were there challenges in receiving the permit?

8 Who handled the permit request for your company?

9 Please rate how your company might be affected by each of these items after the signage change? On a scale from 1 to 10 (1= did not affect 10= affect vey much)

[illegible]

10 How long ago was your company's signage updated?

11 Please indicate your company's average monthly revenue before the signage changes.  
(indicate in % increase instead of actual figures)

12 Please indicate your company's average monthly revenue after the signage changes.  
(indicate in % increase instead of actual figures)

13 Please indicate the approximate change in customer count after the signage changes.

## post\_update

- 14 Please indicate you company's trend in employee retention (How many employees resigned and how many employees did you replace?) 6 months prior to signage changes.

employees left:

employees hired:

- 15 Please indicate you company's trend in employee retention (How many employees resigned and how many yees did you replace?) 6 months after the signage changes.

employees left:

employees hired:

- 16 List any other additional advertisement done during the re-facing of the signage.  
(radio, print, TV, promotions, discounts, enhanced sales techniques)

- 17 Are there any unique measurements that you hoped to in pact with this signage change?  
What are those metrics and how did they change?

## post\_reflections

18 Overall, are you pleased that you decided to change your company's signage?

19 As a result of the signage changes, what was the most significant impact to your company?

20 Based on your experience, what would you share with other companies to encourage them change their signage?

21 What feedback, if any have your customers given on your company's signage changes?

22 If you could do it all over again, what would you do differently?

**thank\_you**

**Thank you** for participating in the Business Make-Over case study. The Signage Foundation is very excited to work with you and is looking forward to showcasing your company.

Your information will be held in strict confidence and the final case study will be shared with you prior to any distribution.

If you have any questions, please contact **Patty Herbin** at:

336.260.3197

[patty@thesignagefoundation.org](mailto:patty@thesignagefoundation.org)