

**HOUSE
of FLAGS**



5 Top Tips for Automotive Dealerships

Helping you increase footfall with promotional displays

About Us

HOUSE
of FLAGS

BRAND . MANUFACTURE . SUPPLY

House of Flags has been a multi purpose, visual marketing displays partner for our customers since 1977. We produce our products in house and have dedicated production and installation teams, helping to ensure our customers get high quality products, with short lead times at competitive prices.

Some of our automotive customers...

Arnold Clark



ŠKODA



Marshall
Motor Holdings plc



BENTLEY



LISTERS

Lookers
for you, for life



TOYOTA

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First Impressions Count

When a customer is looking to buy a car the first thing they see is your dealership forecourt. A smart looking, eye catching forecourt will help to improve a potential customer's first perception of your business.

Making sure your forecourt is branded with high quality promotional display products is a great way to create an impressive forecourt display.

Forecourt flags and flagpoles are a great way to get your brand and business noticed. We also recommend signage to help your customers find you.

Creating an outdoor display space is also an effective method, helping your forecourt stand out from the crowd and allowing you to promote new offers and vehicles.

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www.flags.co.uk





Brand Consistency Matters!

Creating a consistent brand image will help your brand and business become more recognisable and help you to create a professional image.

Making sure you use the same colours and designs for your promotional display products will help you to stand out, and make it clear to customers who you are and what you are selling.

We recommend using the same height and style of flagpoles and flags, making sure your display is consistent.

A professional, branded forecourt will help your business be perceived as professional and trustworthy, an important display factor when selling in the automotive industry.

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Shout About Your USPs

Unique selling points are key in the automotive industry. Making sure your unique selling points are clearly displayed is a great way of grabbing more attention from potential customers.

Using outdoor promotional display tools is a great way of shouting about your USPs. Large format displays help you to promote your usps on a large scale, making them easier to see by passers by and customers.

Banners and flags are a great way to show off your promotional messages, allowing you to create a bespoke design that matches your branding and stands out.

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Create Stand Out Signage

Signage is ideal for showing off your special offers and for directing customers around your forecourt and showroom.

Using a range of signage options will help to enhance your forecourt displays and provide you with the opportunity to display long term and short term promotional messages.

We recommend the following signage options for forecourt displays:

- Large Dibond Signs
- Swing Signs
- Vehicle Graphics
- Window Graphics

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Adaptable Showroom Displays

Your showroom is one of the most important places of your dealership. Creating a high impact display is key. However, you should also regularly update your showroom displays, showing off your best new cars and new offers, helping to get potential customers excited over purchasing a new car.

Adaptable showroom displays are therefore very important, allowing you to easily update your promotional messages, whilst also being cost effective.

We recommend the following interchangeable showroom display options:

- Fabric Tension Frames
- Roller Banners
- Pop Up Display Stands
- Modular Display Stands
- Fabric Tension Display Stands

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Other High Impact Promotional Display Tools

There are also a wide range of other promotional display tools that will help your car dealership stand out against the competition.

These are a great way to get creative with your dealership displays, whether creating an impressive showroom or forecourt display.



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For more information on our automotive products and services, our dedicated Account Managers are on hand to help.

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