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## **Hoarding Signs – The Basics**

### **What Is A Construction Hoarding Sign?**

A construction hoarding is a large temporary wall that is put up around a construction site to shield the public from what is going on at the site. Construction hoardings are put up around:

- New building sites
- Buildings that are being repaired or renovated
- Rental units inside buildings such as shopping malls

It is a temporary structure that is taken down once the new building or storefront is complete.

### **Materials**

Construction hoardings are usually a series of interlocking panels made of painted drywall or plywood. A printed custom graphic is applied to the visible surface. The panels are meant to be temporary so they are designed to be easily put up and taken down.

### **Benefits**

#### *Protect People From Passing By*

An open construction site can be a dangerous place for an unsuspecting passerby. A construction hoarding sign can protect anyone who is driving or walking past a construction site from getting hit by any loose debris or objects that might be flying around the site during construction.

#### *To Build Suspense*

People are naturally curious and not being able to see what is going on behind a large wall can be very intriguing. The suspense of what the new building is going to look like can make you excited to finally see the end project. Placing an attractive sign on a construction hoarding can help to build the suspense for your potential customers and make them excited for the final reveal.

#### *Marketing*

Construction hoardings are usually in high traffic areas, so they make a perfect spot for you to market your business. The sheer size of most construction hoardings also makes them an amazing canvas on which you can display eye-catching graphics and copy that can be easily seen from a great distance.

#### *Keep Construction Design A Secret*

A construction hoarding also serves as an effective barrier to prevent your building design from being seen until it is completely finished.

#### *Provide Helpful Information*

A construction hoarding can also provide your customers with helpful information such as the name of your business, what service or product you are selling, and when you will be open.

#### *Improves The Look of A Construction Site*

A construction site is not a pretty thing to look at. Installing an attractive construction hoarding not only works to advertise your business, but it also makes the construction site look much more attractive.

## Tips

**Be Creative:** Construction hoardings have come a long way from their humble roots of plain temporary walls with the occasional poster plastered on it. Many are works of art. The more creative you are with your signage the more memorable it will be. Let your construction hoarding leave a huge impact with a design that people won't soon forget.

**Use All of Your Space:** Construction hoarding is usually extremely big. In fact, it's probably one of the largest forms of signage you can have. Take advantage of the size and make the most of the space you are given.

**Be Consistent with Your Branding:** A construction hoarding sign gives you a great opportunity to further promote your brand. If this is your first location, it can be one of your first opportunities to start getting your name out there. If you already have an existing brand, take this opportunity to further promote it.

**Keep It Short:** Keep your messaging large and short so that people can understand it from a distance and if they are passing by in a vehicle. By keeping it short and legible from a distance you will reach a larger audience.

## Construction Hoarding vs Development Signs: What's the Difference?

Both construction hoarding and development signs are used when your business is being constructed or renovated.

The main difference between a construction hoarding and a development sign is that a construction hoarding is built around your actual construction site whereas a development sign is usually located away from the actual construction site.

Development signs might be installed close to the road or sidewalks where vehicles and pedestrians will more easily see it. In addition, development signs may be erected before construction has actually begun, to let people know that is going to be happening.

This is a very effective selling aid as it can advertise things like condos that are going to be constructed and give contact information to interested buyers.

## SAMPLE IDEAS

