



UNICA ADVERTISING
Improve the **SIGNAGE**

I) WHY IMPROVED SIGNAGE ?

A) WHAT ARE THE CURRENTLY SIGNAGE ?

About the signage that I saw when I visited the restaurant I saw different things :

- Two easel sign board but write in Finnish in, at the entrance of the restaurant which promoted the restaurant I supposed because I'm a foreign student.
- Sticker with unica logo on the side of the street and on the windows.
- No permanent signage outside the store
- It's hard to spot the restaurant when you're off the street.
- It's difficult to get to the restaurant because two restaurants next to each other we don't really understand : Not enough explication between the two space and the Unica Delica « ravintola » is not very hosting
- No enough board
- The restaurant must be recognizing by the street too : I think to side with the window is perfect because we have stickers with Unica but the side of the street and the entry is undervalued.

C) WHY WE HAVE TO WORK ON IT ?

I try to reflet about solution to help people to find one's way. Because I learnt that before the unica Delica place was a bank so people are maybe lost now and they need to reclaim the space.

This new signage will enable new customers to recognize the restaurant, so new targets and new type of clients and it will become more attractive and the benefits will increase.

The restaurant needs to make a place for itself in the competition and between competitors.

Furthermore it will enable to old customer to feel more comfortable and less lost in the restaurant.

This is very important because it in relation with traffic and communication issues and about guide and inform the customer. He has to find what is searching.

D) ANALYSE SIGNAGE MANAGEMENT IN A QUALITY SERVICE PERSPECTIVE ?

We can explain the importance and the necessity of the signage by focusing on the quality management. I read an article (<https://www.emerald.com/insight/content/doi/10.1108/08876041311330780/full/html>) about this topics and it was relevant because we understand well the importance of consumer demand.

If we are in way of quality management we have to have a perfect signage of the restaurant.

Quality management is a management discipline encompassing all the concepts and methods aimed at satisfying an organization's customers and providing products and services that meet their expectations.

The signage is part of the approach to satisfy the customers helped them to reach their needs, in this case to reach it to the restaurant. This is quality management based on service.

Dans cette article ils disent d'une part que « User interactions with servicescape components, including signage, impact on perceived wayfinding » & « Users, when they enjoy use of signage, may find satisfaction of implicit, expected and unexpected needs. »

Thus signage is important here to allow them to perceive their environment and will change their perception of the brand if they have easier access to it.

We learnt that « The goal is to permit the user to develop a wayfinding process through the signage components he encounters in the servicescape. Signage should be designed and managed from the standpoint of attractive quality. »

Working on signage will empower them to develop their orientation process, it is this signage that needs to be improved to enrich their experience and increase the quality of service.

II) HOW TO IMPROVE SIGNPOST

1) Try to create persuasive signage in addition to the informative signage

It means that we will try to appeal the consumers with some attractive sentence and attractive image or promotion.

2) Communicate in English and in Finnish : used both

Lots of consumers are foreigner people and it's very important to integrate all the targets and to put people aside.

3) Used interior and exterior signage

We will try to develop exterior signage to increase the visibility of the company and interior signage to enable consumers to better orientate people on the space, that he repeats himself and tames the space.

Exterior signage will boost the dynamic sales.

4) Used color of unica in signpost : green and white

Very important to keep a coherence and a habit in the head of consumer. We have to establish a graphic chart and to respect it.

5) Rely on original signage tools and creative design

Create something original and design to attract the eyes of people in the street maybe they can be surprising but we have to keep in mind that you should respect the universe and the color coherence of the brand. They are also some authorization see with the city and city all.

III) IDEA OF SIGNPOST

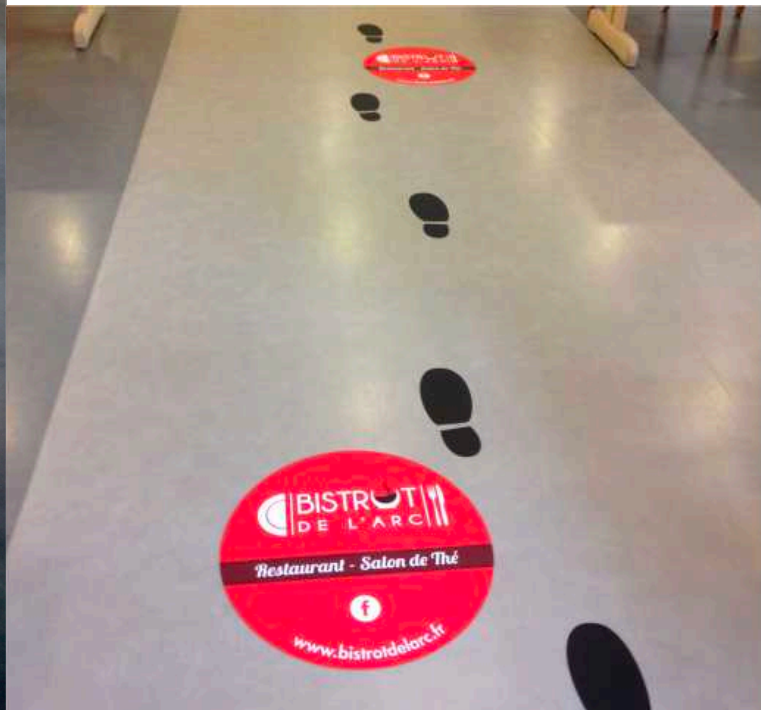
We can reflect on different type of signpost

We can imagine for outside :

1) Stickers on the floor to show the destination and used type of footprint a logo on the floor But ecological and responsible

We can think about something ephemeral and responsible with the environment : non-permanent natural paint exists. To be in coherence with the value of the company.

Something like that ?





More original like that

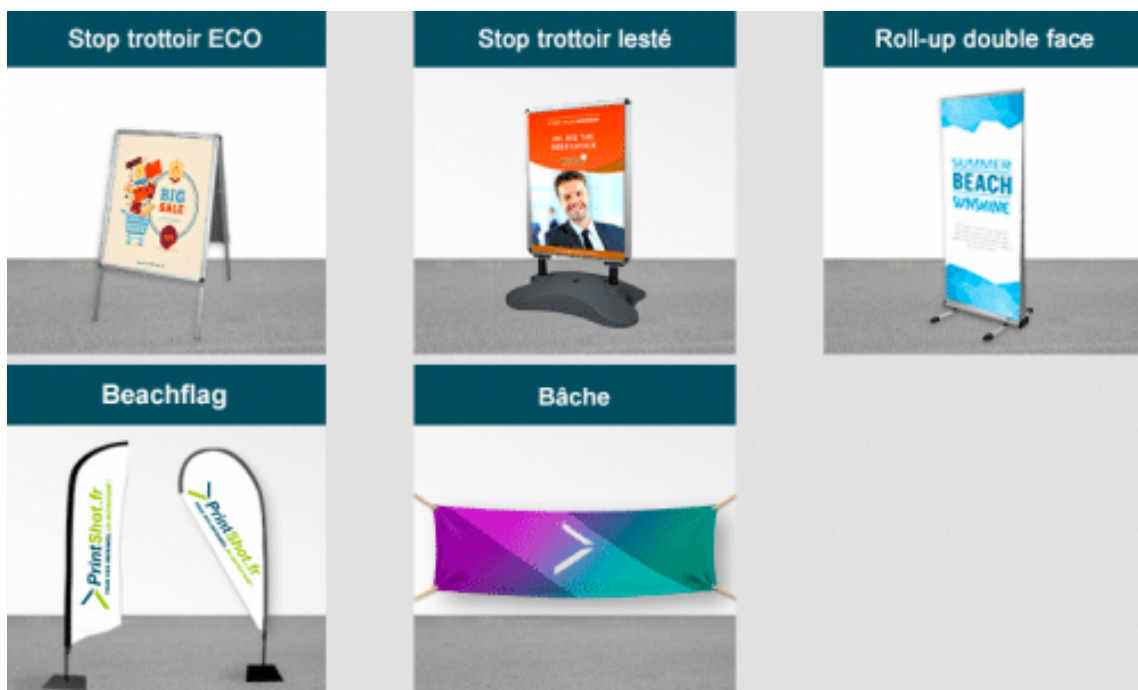
2) use directional signs

It can be useful for consumer if we create like directional signs to enable people to recognize the place maybe inside to separate and show the direction of unica Delia and uncial Delia Pharma. Or in the street and announced the time to walk until the restaurant. Maybe in woods to keep the same values : ecological.





3) Used different type of signpost : in English and in respect with the graphic chart of Unica, image of food, natural ...



4) Use a flag sign of unica in front of the building

