

PERPETUUM MOBILE

SAME DAY DELIVERY



Your Delivery Our Priority

Give the results of the marketing research we have observed that most of the potential customers prefer technology and speed of service above other qualities. Considering all of these, I have created this poster with the purpose of distributing it on social media.

I chose a yellow background because it represents confidence, optimism, enthusiasm, friendliness and all of these are qualities which represent our team. The purple colour of the roads represents quality and creativity, and the black colour used for the name represents power and sophistication. The vans are painted in white because this colour symbolizes a new beginning, exactly like our business, which is at its beginning.

I chose the image with moving vans on the road and the moon and clouds in the sky at night because we are always on the road, always on the move, with 24/7 availability, suggested by our name as well (Perpetuum Mobile, translates from Latin means Continuously Moving).

The phone represents technology and the ease in accessing our services, in the online environment and on the phone as well, and also the fact our customers can always track live the location of the packages.

The presence of the hand in the image represents the trust that we are offering our customers and the fact that we deal with any request personally and professionally.

Besides the fact that the company name is written in bold, the company logo - Your delivery, our priority- is incorporated in the picture as well, because we want our customers to know just how seriously we are taking their needs. We have also incorporated one the names of the special services our company offers as well, which is very sought out on the market nowadays, and refers to the ability of offering same day delivery, detail that will attract the eye of many potential customers.