



NEWPORT CAR SALES

Wild
SALE

NO DEPOSIT IF
YOU PAY
MONTHLY



I made this poster to advertise my business idea for Used Car Sales. I put the focus on the post on the "no deposit if you pay monthly based on the answers of the questionnaire. Most of the people answered that they wouldn't buy used cars if they pay monthly but on the next question 4.7 points out of 5 answered that they would consider paying monthly for used car if there is no deposit required. I decided to use green color as a background because it shows growth. It also shows refreshing balance and reassurance as I am targeting more customers who desire to pay monthly for their cars.

I decided to use the yellow color on the letters because it shows confidence, optimism, friendliness. Yellow color also stands out really well on green or blue color as a base.

The yellow and green are showing warmth i want all my clients to feel like at home visiting the car sales. The age range that answered the questionnaire was 80& 26-35 years old. I want to target the other age groups like 36-55 + that is why i choose a little vintage look of my poster. I used the word WILD to attract attention so people can red the post. I also used big letters to write WILD SALE because this can atract people to come and visit the car sales even if they dont want to buy car at the moment.