

Laura's Den

Home Away From Home

See more

Do more

Using posters to promote my services is an effective way to bring in more business.

The huge quantity of benefits that come with poster promoting mark it out as a powerful and green manner with which to attract people and deliver a powerful preferred message. A wonderful poster layout spread across to my goal region will pay dividends in the end, and with a great call to action I need to receive a wonderful response for my efforts. Therefore, creating a poster for my B&B it was a must it needed to be done.

The first step in creating my poster it was to find a picture to describe the most wonderful position of my B&B which is Velden , the metropolis on the west bay of Lake Wörthersee, a large lake with waters warmed to a comfortable swimming temperature by thermal springs, which is the HOTSPOT in Carinthia, Austria.

A second step was to send a powerful message which was best described in my B&B motto "Your Home Away From Home...See More....Do More" luring my customers into an adventure, offering trip ideas and activities who feed their wanderlust then offer a cosy space in my B&B to get a well-deserved rest.

The third step for my poster was to choose the colours:

- blue: the most trustworthy, promotes relaxation, reliability, refreshing ideas and serenity;
- green: connects warm and cool, implies balance and stability, well-being, creativity and innovation;
- red: the most stimulating colour, prompts action, symbolizes passion and power energy;
- White- a quiet powerhouse.