



Boards - Bill and Sandwich

A well placed billboard on a busy highway can be a very effective form of advertising. There is a very common mistake however that billboard advertisers make. They place too much information on their signs; more than a person can take in while travelling down a highway at a speed of 60 miles per hour or more.

But in the future when the Shirt Club messaging system becomes ubiquitous the advertiser can simply place a picture of a t-shirt with a number on the billboard and all travelers on the highway will know to search this number on the Shirt Club app to reveal the secret message being displayed on the billboard. Heck. Three different businesses could place three t-shirts on the sign and share in the cost of the billboard. Shirt Club messaging is efficient and cost effective.

Depending upon your age you may or may not know what a "Sandwich Board" is. Years ago businesses would pay people to walk up and down the streets with two large wooden signs hung over their shoulders to advertise their business. When you think about it every time someone wears a shirt with a Shirt Club message they are wearing a sandwich board.

But the Shirt Club way is much more effective and much more comfortable.