

Let's improve your banner for the new store in Frederiksberg Centret with design thinking





Logo

According to studies, brands with a visible logo increase customer trust and loyalty by up to 30%. A logo instantly boosts brand recognition and makes your store memorable.

Brand colors + contrast

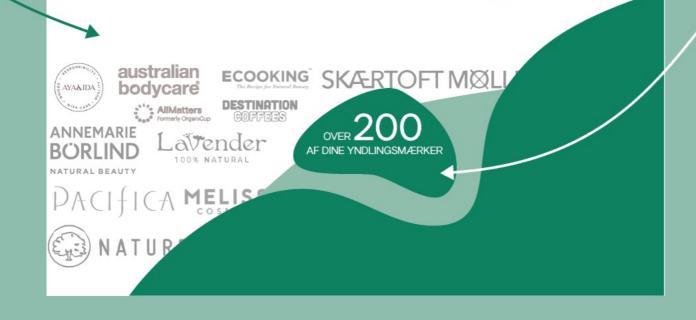
Consistent use of brand colors increases recognition by up to 80%. Contrasting well with the background, they keep the design clean, readable, and give the layout a modern, "airy" feel.

If people don't know your brand yet but see familiar logos of brands you sell, trust grows by up to 40%, making them much more likely to enter the store.



Numbers matter

Numbers are processed by the brain within milliseconds. When people see that you offer 200+ brands, it immediately communicates scale, variety, and reliability — increasing their willingness to visit and buy.





Her finder du de bedste sunde fødevarer, produkter til personlig pleje og økologiske produkter.

SKA

"Welcome" message

The word "Welcome" triggers an immediate, positive association — often linked to new openings, special events, and personal invitations. It's short, clear, and naturally grabs attention.

Short description

A clear and concise description quickly tells visitors what your brand is about and what they can expect inside — no guessing, just clarity.







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Visual elements

The human brain processes visuals 60,000 times faster than text. Effective visuals create instant product associations, making your message memorable without overwhelming people with too much reading.



Her finder du d til perso

Quick contact & loyalty system

A simple, visible option to join your loyalty program or contact you helps turn visitors into clients with almost no effort. It's a small step for the customer — but a big step towards repeated sales. Surprisingly, many shoppers don't even realize you have such an option unless it's clearly shown!

















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DACIFICA MELIS







SOURCES OF STATISTICS:

- Logo & trust (30%) <u>Crowdspring: Why Logo Design</u> <u>Matters</u>
- 2. Brand colors recognition (80%) <u>University of Loyola,</u> <u>Maryland study on color in marketing</u>
- 3. Familiar brands & trust (40%) Nielsen Global Trust Report
- 4. Visual processing (60,000x faster) <u>Thermopylae Sciences</u>
 + <u>Technology infographic</u>
- 5. Power of numbers in marketing <u>Psychology Today: Why</u> <u>Numbers Work</u>



LET'S WORK TOGETHER TO CREATE DESIGNS THAT WORK FOR YOUR MARKETING MATERIALS, WEBSITE, AND SOCIAL MEDIA!

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