



**transit graphics**  
creating a seamless customer experience



# The Ten Tips to Successful Marketing

1. Know your medium
2. Use clear and succinct language (3 words and a pic)
3. Understand dwell time
4. Use branding for effective impact
5. Utilise humour or wordplay
6. Make the most of colour and contrast choices
7. **INCLUDE YOUR COMPANY LOGO**
8. Less is more!
9. Know your format
10. Know your **GOAL!**

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