

2020 BUILDING MATERIALS TRENDS:

# A COVID-19 Marketer's Guide

Marketers face a variety of dynamic trends in 2020. With a global pandemic at the top of the list, how do you keep pace in today's shifting marketplace? Here are five key trends and how we partner with you for more effective marketing operations.



## 📈 COVID-19

While every industry is affected by this global pandemic, building materials marketers have special responsibilities to protect retail shoppers. NVISION can support your retail efforts with printed collateral, store signage and critical point-of-sale displays like hand sanitizing stations and social-distancing signage.

## 📈 Sustainability

NVISION works with a vast network of suppliers who can provide various environmentally conscious substrates for your marketing tool and sample kits. We can help showcase your commitment to sustainable building products in a variety of printed formats.

## 📈 Comfortable Spaces

Today, comfortable, less-is-more home spaces are in style. Whatever your marketing needs are, we can help. From retail displays that connect your brand to this current design trend to access to an unparalleled marketing supply chain, NVISION can keep you on message, all the time.

## 📈 Work from Home

In 2020, more people than ever are working from home. Make sure you're reaching these customers. NVISION's \$100MM in print spend gives you access to low-cost print collateral for high-volume campaigns. Our experts can also help you translate your message into other mediums, from direct mail to social media content.

## 📈 Content is Key

More than ever, DIYers conduct product searches and seek advice online. Make sure your in-store experience supports their online research. NVISION offers an efficient, easy-to-use digital portal with design templates to customize and access as needed. When you require specific signage or retail collateral pieces, you can easily get the messaging and quantities you prefer.



At NVISION, our nationwide team of professionals can help you meet new consumer demands with innovative marketing tools, market insights and unsurpassed supply chains.