

Window Graphics Campaign Planning Matrix

Use this matrix to plan window graphics by campaign goal, update cycle, approval needs, and storefront variation. It is designed for retail, restaurant, office, franchise, and multi-location planning.

Campaign Planning Matrix

Use case	Planning inputs	Scope questions	Refresh or removal notes
Business hours and door ID	Logo, hours, contact info, door size, reading direction	Should the message be read from outside only, inside only, or both?	Update when hours, phone, URL, tenant name, or entry rules change.
Retail promotion	Campaign artwork, product message, promotion dates, window count	Is this temporary, seasonal, or long-term? Will old campaign graphics be removed first?	Plan removal timing before the promotion expires.
Restaurant pickup or delivery	Pickup message, entry path, door layout, visibility from sidewalk or parking lot	Should the graphic guide customers, promote offers, or support privacy?	Refresh when operations, menus, pickup flow, or hours change.
Privacy or frosted film	Privacy zones, glass size, pattern, interior visibility needs	How much light should remain? Is the graphic decorative, functional, or both?	Replace when film is damaged, outdated, or no longer meets privacy needs.
Perforated storefront campaign	Full window dimensions, visibility goals, interior light needs, campaign creative	How much coverage is appropriate for brand impact without over-blocking the storefront?	Plan refresh cycles for seasonal or brand campaigns.
Multi-location rollout	Brand standards, site photos, window measurements, landlord criteria, rollout dates	Which locations need layout adaptation because of different window sizes or door positions?	Track site-by-site graphics, install status, exceptions, and replacement timing.

Multi-location control prompt: Keep one master creative system, but document each storefront separately. Window sizes, door positions, glass condition, landlord criteria, and local rules can vary by site.

Public Note: This matrix is for campaign planning only. It does not include fixed pricing, vendor workflows, production sequencing, adhesive-removal procedures, installation instructions, permit filing instructions, or approval guarantees.