

CASE STUDY

THE POWER OF PRINT

QUALITY

COLOR MANAGEMENT

PROFITABILITY

RE-BRANDING

CLIENT: National Grocery Retailer

PROJECT: Grocery Flyer

OBJECTIVES:

- Upgrade the image of national retailer who was perceived as a lower quality limited variety retailer
- Upgrade design of retail flyers which are distributed through their supermarkets and newspapers

SOLUTION:

Collaborated to design and print retail books with higher quality image

- Used a higher quality of paper which was “brighter and whiter”
- Printed on a heavier paper stock which provided a tactical quality improvement
- Leveraged printing that provided a wider color gamut and more detail
- Applied industry leading, more stringent color management control than previous printer

RESULTS:

Retailer experienced a noticeable improvement in their overall quality image and sales

- Chain has seen a significant rise in sales
- Measurable feedback on social media regarding retailers’ changes
- Social media commented on an improvement in both product mix and quality
- The main variable for the change in perception was the improved quality of the flyer
- Increase in profitability as sales increased with only a slight increase in cost due to a higher quality flyer

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