

PRINTING

SINGLE SOURCE PROVIDER

INNOVATION

COST EFFICIENCY

CUSTOMER LOYALTY

INCREASED ROI

CLIENT: National Clothes Retailer

PROJECT: Provide single source for all clients' marketing communication needs

OBJECTIVES:

Single supplier to provide all marketing collateral under one roof

- Print and execute graphics across multiple marketing platforms
- Includes one-to-one trigger campaigns, multi-million national direct mail campaigns, and retail visual merchandising materials for retail stores
- Materials include: postcards, promo cards, direct mail campaigns, banners, duratrans, etc.
- Provide brand consistency across multiple platforms and substrates
- Execute and coordinate these campaigns across a variety of channels and outlets
- Concurrently handle the logistics of these campaigns on a timely and efficient basis

SOLUTIONS:

- Collaborated with client to build an annual plan to create and execute all marketing collateral for the retailer
- Leveraged color management across all printing platforms and substrates
- Utilized DAM (digital asset management library) to manage visual assets
- Executed via a proprietary logistics system to handle distribution across multiple channels and outlets

RESULTS:

- Provided total brand consistency across all marketing vehicles regardless of size, quantity or substrate
- Successfully coordinated and continue to execute the rollout of national campaigns and marketing collateral for new product launches

- Sandyconnect.com gives clients a totally transparent online view of their logistics including:
 - 1) history on all projects
 - 2) cross platform review
 - 3) online inventory status
 - 4) order element detail, and
 - 5) detailed tracking information

SandyAlexander

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Sandy Alexander Inc. is the largest independently owned, high-end commercial graphics communications company in the nation, serving the needs of Fortune 500 companies and many other enterprises from coast to coast. Sandy Alexander's broad array of services range from digital solutions, sheetfed & web capabilities, webs with in-line finishing/personalization, wide and grand format and printing for retail visual merchandising. Because of Sandy Alexander's broad range of resources, Sandy Alexander can provide the most impactful and efficient printing for any campaign regardless of substrate, size or quantity. Sandy Alexander is also a leader in protecting the environment with 100% wind energy, SGP certification, carbon neutral facilities and tri-certification for chain-of-custody paper.