



CASE STUDY

RETAIL VISUAL MERCHANDISING

BRANDED ECO-FRIENDLY DISPLAYS

INNOVATION

COST EFFICIENCY

CUSTOMER LOYALTY

INCREASED ROI

CLIENT: National Telecommunications Retailer

PROJECT: Develop a large impactful Retail Visual Merchandising display piece that was easy to build & eco-friendly

OBJECTIVES:

- Identify substrates that would provide an eye popping display while simulating the appearance of a cell phone
- Material had to be lightweight, flexible and environmentally friendly
- Provide brand consistency across multiple printing platforms and substrates
- Execute and coordinate a national introduction across a variety of channels and outlets

SOLUTIONS:

- Collaborate with client to build a large impactful display piece that closely resembled the new phone
- Developed 3' x 5' display phone with interchangeable parts
- Utilized Plexiglas and Dibond metal to simulate the phone, which are 100% recyclable
- Leveraged color management to match display substrates with actual phone & other marketing collateral
- Every loyalty transaction verified and recorded

RESULTS:

- Fulfillment issuance platform quickly and accurately executed the critical launch of the new program on a worldwide basis
- Program has expanded to 50 countries in 15 different languages
- Execute thousands of kits on an annual basis across the two premier loyalty levels
- New program has stimulated greater excitement in the loyalty program and helped increase the number of new member upgrades



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