



CASE STUDY

# RETAIL VISUAL MERCHANDISING

SINGLE SUPPLIER

INNOVATION

COST EFFICIENCY

CUSTOMER LOYALTY

INCREASED ROI

**CLIENT:** National Bank with multitude of branches

**PROJECT:** Wall Art Fulfillment Program

## OBJECTIVES:

Use a single supplier to provide all services for the bank including:

- Developing and implementing a fulfillment website
- Establish an artwork library beginning with 50-60 pieces with new pieces added annually
- Take online orders for multiple sizes and multiple corporate approved images
- Print artwork across multiple platforms for large and individual orders
- Mat & frame artwork or gallery wrap artwork in multiple sizes
- Package & ship and track orders efficiently

## SOLUTIONS:

- Design and implement a web ordering portal that could be utilized by the individual branches
- Handled project from start to finish from portal, to printing, to framing and logistics
- Utilize DAM – digital asset management to provide an artwork library
- Dual printing approach – printed initial large volume order sheetfed and subsequent on-going individual orders digitally
- Use eco-friendly material to ensure the program is environmentally friendly
- Every loyalty transaction verified and recorded

## RESULTS:

- Following a successful rollout expanded nationally to thousands of branches
- Approximately 2,000 pieces ordered in varying sizes and finishes
- Over \$250,000 in artwork distributed
- Significantly reduced cost and turnaround time for nationwide artwork program
- Significantly reduced carbon footprint from previous programs due to eco-friendly material, and all aspects of the project being handled under one roof

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