

CASE STUDY

RETAIL VISUAL MERCHANDISING

ECO-FRIENDLY

COLOR MANAGEMENT

LOGISTICS

IMPACT

CLIENT: National Telecommunications Retailer

PROJECT: Retail Visual Merchandising

OBJECTIVES:

Develop a large impactful display piece that was easy to build & eco-friendly

- 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

SOLUTION:

- 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
- Utilized a proprietary logistics system to distribute across multiple channels and a multitude of outlets

RESULTS:

- Large size of piece created a prominent impactful display piece
- Successfully coordinated the display piece in 2,000 stores on a national basis
- Contributed to one of the company's most successful new phone introductions ever
- Modular nature of the large unit allowed for a smooth in-store transition to accommodate future promotions

SandyAlexander

200 Entin Road, Clifton NJ 07014 | 973-470-8100
www.sandyinc.com | hello@sandyinc.com

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