

Case Study



IMAGINE™
Driving Consumer Outcomes™

IMAGINE
PRINT SOLUTIONS

classic

IMAGINE
EXPRESS
MINNEAPOLIS

MIDNIGHTOIL

GFX
INTERNATIONAL

Global QSR

Driving Lower Costs and Visual System Efficiency

IDENTIFY visual communications insights

A global QSR leader engaged IMAGINE in helping streamline their complex visual communications sourcing and development process. The IMAGINE team identified an opportunity to optimize the client's system with a single source production partner, and a technology enabled, streamlined color management, production kiting and assembly process.

CREATE breakthrough communications

IMAGINE utilized customer journey mapping to develop a visual communications strategy that maximized consumer impact through identified unique opportunities for each store. We designed engaging and inspirational branded environments, unique floor plans, décor and custom art work to reflect the local flavor of each client location and work in perfect harmony with all point-of-purchase signage, indoor displays and marketing collateral to educate and guide consumers

DELIVER customized solutions

Leveraging our group of companies' expertise, IMAGINE utilize unique print techniques to produce high impact branded design elements for in-store displays, leveraging local material sourcing and artifacts. Shipping unique campaign kits for each store from a central location allowed for significant cost savings as well as sustainability improvements.

MEASURE return on visual communications

- 2 weeks eliminated from typical campaign schedule
- 40% decrease in lead times
- 20% decrease in transportation costs
- Improved brand affinity through personalized and relevant consumer experiences