

Case Study



National Big Box Retailer

Driving Next Generation Store Environments

IDENTIFY visual communications insights

Focused on increasing traffic and improving engagement, a leading national retail client partnered with IMAGINE in developing next generation store environments that effectively captured the imagination and delivered a unique shopping experience.

CREATE breakthrough communications

IMAGINE value-engineered and interchangeable fabric and frame solution displacing previous paper and plastic elements. Utilizing fabric allowed for simpler installation, brighter colors and more visually pleasing image impact within the indoor retail lighting environment.

DELIVER customized solutions

All décor elements were deployed through an innovative fixture that offered a modular approach to fixture presentation.

MEASURE return on visual communications

This unique modular interchangeable fabric and frame solution resulted in lower store labor costs and substantial savings on shipping replenishments. But the real proof is shown in the significant increase in both store traffic and transactions realized in our clients' reconfigured next generation stores.

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Driving Consumer Outcomes[™]

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