

## Case Study



## National Supermarket Chain

### Driving End-to-End Visual Communications Solution

#### IDENTIFY visual communications insights

On an unprecedented growth trajectory, a leading supermarket chain engaged IMAGINE to help decrease system complexity and the resulting costs within their visual communications supply chain. Working with multiple vendors across the marketing process from ideation to execution resulted in significant amount of time spent managing and correcting issues that occur on hand-off and with material and content specifications.

#### CREATE breakthrough communications

With expertise ranging from art creation, signage design, and product production, through to in-field installation management, IMAGINE could employ proprietary technology and client specific teams both in house and in field to ensure excellence in development, production and installation compliance.

#### DELIVER customized solutions

Working closely with the client's architectural partners the team ensured that all material designed and produced would fit exactly the space made for them in each of the stores (with significant variety in the chain). Partnering with store operations and general contractors ensured all visual assets go up as fast as the space is available, and utilizing IMAGINE's field services, installation teams and on-site compliance managers ensured precise execution.

#### MEASURE return on visual communications

Through multiple years of partnership our client has seen continued benefits and value generation from their partnership with IMAGINE. With IMAGINE's technology suite our client's management has complete transparency and up to date information on project status and execution progress. With a single vendor solution set, our client has seen a 67% decrease in lead-times and a 300% increase in annual new and re-model store count capacity.

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