

## Case Study



### National Retail Chain

#### Driving Bottom Line Growth Through Store Specific Signage

##### IDENTIFY visual communications insights

The IMAGINE Group partnered with a leading national retail chain on a project to optimize the impact and efficiency of spend against promotional signage. Through an evaluation of current processes, an opportunity was identified for a dynamic store specific signage and pricing solution.

##### CREATE breakthrough communications

With thousands of locations in the chain, a solution was required that would optimize signage communications while ensuring that the right message was delivered to the right store and the exact point within the store to maximize the impact and value of item level message localization.

##### DELIVER customized solutions

The IMAGINE tailored and customized data managed solution delivered a store-specific pricing and promotional signage process across each of the more than 8,000 stores in the system. Partnering with our client, we designed an integrated workflow capable of managing extremely complex data sets consisting of millions of individual item level elements. Ultimately, a single data stream was translated to store specific content across multiple sign types.

##### MEASURE return on visual investment

Our solution delivered targeted messaging for each location driving sales and savings resulting in significant sales increase across the chain and more than \$5 Million in sustainable incremental margin for our client.

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