

Case Study



National Specialty Retailer

Driving Sales and Brand Equity Growth

IDENTIFY visual communications insights

A leading national specialty retailer engaged IMAGINE in helping their private label product offering stand out in stores from the cluttered and highly supported national brand offerings. The key opportunity identified was to deploy custom promotional areas for hero products in the line.

CREATE breakthrough communications

Our creative teams applied replicated reality to design WOW displays to engage, excite and educate our clients' consumers. Leveraging consumer insights our display concepts included dynamic elements such as eye-catching rotational effects and multi-dimensional 'hero' product presentation.

DELIVER customized solutions

The IMAGINE team worked with our client to deliver a modular temporary display system that was easily movable between store areas once built and could be ordered with additional add-on display components depending on store size and space availability. Further, the display was easily shrinkable to ensure that the visual communications impact was positive even once the product was close to sold out (with our system the display never looked empty).

MEASURE return on visual investment

The WOW campaign succeeded well beyond client expectations; driving >40% higher sales in display stores versus non-display control stores. Post campaign, client continues to see positive brand equity impact and higher repurchase of their private label product lines.

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