



a Segerdahl company

CASE STUDY

Fashion retailer drives brand consistency and optimizes distribution of in-store signage with Signage360°.

Industry: Retail

When a fashion retailer needed a better way to create and distribute in-store signage across their stores nationwide, they leaned on the dynamic capabilities of Signage360°.

CHALLENGE

For one fashion retailer, creating and distributing promotional signage to their hundreds of stores was an arduous effort, one that was exacerbated by the limited functionalities of their current signage portal.

The biggest pain point was the creative development and review process. With each program, the marketing team created new materials from scratch. As promotion details often changed well into the eleventh hour, finalizing creative assets followed by the rush for brand and legal review frequently led to production constraints that resulted in rush fees and expedited shipping.

The team knew there had to be a better way and after seeing a demo of **Signage360°**, moved the management and production of their promotional signage to SG360°.

SOLUTION

Signage360° enables users to seamlessly design, manage and distribute marketing collateral ranging from bag stuffers and table tents to display and fixture signage — all on demand.

One of **Signage360°**'s key strengths is its template functionality, as well as its advanced design capabilities. A significant benefit for the retailer was the ability to handle all sign sizes for each program in one project versus separate projects, a feature that greatly reduced set up time.



Signage360° design interface

The ease with which the marketing team could now create their promotional signage has made them better equipped to address those eleventh-hour changes without impacting production timelines. For each program, the retailer simply starts a new project, selects the desired templates and updates the copy, PMS colors, images and even kerning right in the portal. Once creative is finalized, with the click of a button the retailer submits the files to SG360° to produce. Because **Signage360°** is fully automated and tied directly into SG360°'s production systems, the retailer simply uploads their distribution list and all the materials are printed, kitted and distributed according to each store's specifications.

RESULTS

With **Signage360°** and SG360°'s one campus production set-up, the retailer has reduced the time spent creating and managing their in-store sign kits by 36%. Perhaps more importantly, simplifying the process has significantly reduced rush production fees and expedited shipping costs while still ensuring the right materials arrive in-store on time to successfully support each promotional event.

Pleased with the results **Signage360°** provided to their premiere brand, the retailer has since transitioned in-store signage activities for their sister brand onto the platform as well, enabling the retailer to reduce the dedicated in-store signage staff from three full time employees to one.



“We were in a situation where we constantly incurred rush production fees and expedited shipping costs because of late hour changes and creative studio workload capacities,” says the Fashion Retailer's Print Production Manager. “With **Signage360°** we've eliminated the need for the creative studio, shaving several days off our time to market, not to mention a drastic reduction in rush fees and expedited shipping. **Signage360°** has been a big win on all levels.”

Interested in streamlining creative and production for your on-premise marketing?

[Contact us](#) to learn more about **Signage360°**.