



# Case Study

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

## Industry

Retail

## Results

- Achieved a 36% reduction in time spent creating and managing in-store sign kits.
- Reduced staff needed for sign management by two-thirds.

“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.

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.”

—Print Production Manager,  
Fashion Retailer

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

## THE CHALLENGE

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

## THE SOLUTION

Signage360° enables on demand design, management and distribution of marketing collateral ranging from bag stuffers and table tents to display and fixture signage.

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

The ease with which the marketing team could now create their promotional signage has made them better equipped to address changes without impacting production timelines. For each program, the retailer simply starts a new project, selects the desired templates and updates the copy, colors, and images 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 the materials are printed, kitted and distributed according to each store's specifications.

## THE RESULTS

With Signage360° 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.

Interested in streamlining creative and production for your on-premise marketing?  
[Contact us](#) to learn more about Signage360°.