



A SUPER Increase in Store Revenue Through Décor

Brand

National Convenience Store

Business Type

Retail

Hospitality

Services

Store Buildout+Design

Print+Cut+Kit+Drop Ship

Concept

A national convenience store brand was in need of an interior environment refresh and wanted to cover nearly every surface with the new store design. Additionally, they also wanted their decor to actually promote sales and increase revenue. Not only did we create compelling visual communication that influenced sales but we also implemented customizable decor that made each store feel unique yet familiar. Ultimately, this saved their cost in so many ways that if we listed them all, you would be reading all day.

Challenge

Comprehensive program to redesign and manage store décor to increase store revenue.



Solution

278

Stores Increased in Value

Designed comprehensive store decor to be interchangeable providing cost reduction, ease of reset and customization by store. Added dimensional lettering to increase visibility and interest.

20%

Increased targeted product sales by

We replaced the wood laminate parts with printed wood grain to create significant cost savings. Utilized interchangeable channel lettering and bulkhead signs to create a custom feel to each store.