



Retail & Franchise Signage

CASE STUDY

RETAIL SIGNAGE - YOUR LOCATION. YOUR MESSAGE

Have you critiqued your retail or franchise shop's signage recently?

It is often said that the most important marketing investment is signage – this is pretty true in retail. If people don't know how to locate a business, you are setting up to fail.

Retail and franchise signage is a cost effective form of advertising. Delivering great bang for your buck and lasting many years. Retail signage is an extremely powerful tool to increase brand awareness, improve customer experience and drive additional sales.

This case study explores some examples of powerful retail signage from Perth. We look at both what is visible from outside the store, to signs displayed internally.

Recent digital technology advances means that touchscreen and digital displays are now gold standard.

- Have you considered digital additions to your shop window?
- Do you need internal 'pay as you go' kiosks to help speed of sale?
- Does your signage relate to your customer demographic?
- Are new-age solutions – such as 'Jumbotron' digital screens – your new USP (Unique Selling Point)?



CASE STUDY

WHY IS GOOD RETAIL SIGNAGE ESSENTIAL?



Our demonstrated experience with franchises is shown through the Pharmacy 777 brand. This industry leading pharmacy has 54 franchisee locations in WA.

Throughout this Case Study we will show you examples of how Signs & Lines partnership with Pharmacy 777 achieves consistent signage of the retail outlet's external facades, windows, 3D lettering, LEDs and vinyl graphics. In June 2021 Signs & Lines completed the manufacture and delivery of some impressive new Pharmacy 777 Signage for a premises relocation project in Mandurah.

This project included the removal of all existing old branding from the previous premises located just across the road.

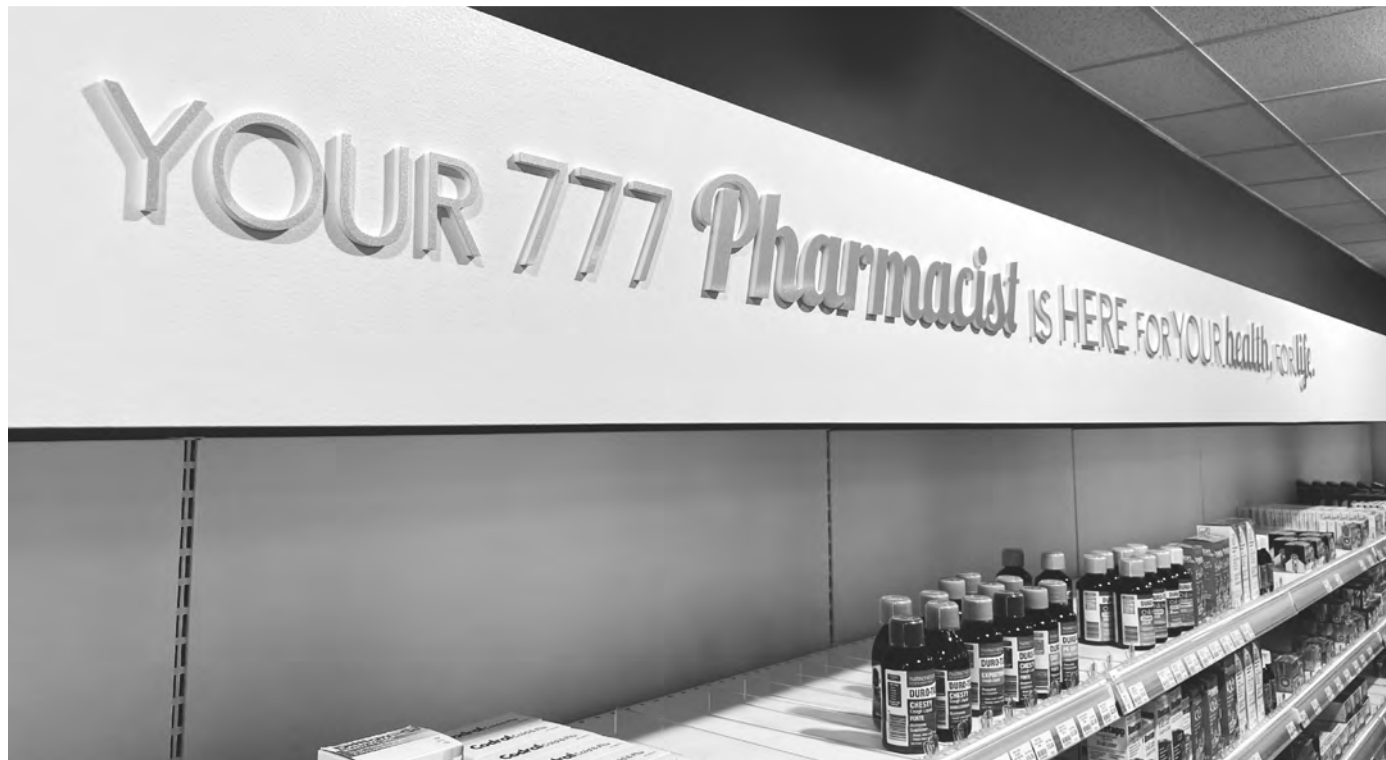
Upon initial inspection of the new site, we had the foresight and experience to suggest the best possible finishes and construction methods to reflect the cohesive branding of 777. By designing and manufacturing a custom, rolled and fitted frame to the existing atrium, we were able to both compliment and improve on the building's appearance. Using only the best materials, we were able to fully clad this structure and apply Pharmacy 777's branding in a bold & impactful way.



One of the key elements was a fully engineered, large aluminium lightbox system which showcases the brand's logo effectively after dark. It certainly won't go unnoticed by passers-by!

Internally, we used a class leading privacy glazing film for the consultation rooms, finished with a premium anodised 'vacant/occupied' slider kit to each door. The dark grey bulkheads around the perimeter of the store were brought to life with some laser cut acrylic lettering, finished with metallic silver vinyl.

Overall we thoroughly enjoyed bringing new life to the Mandurah 777 Store, with many positive results that this new signage attracts!



Project Snapshot

- Project:** Pharmacy 777 Mandurah
- Location:** 54 stores across Perth and WA
- Environment:** Internal & external
- Client:** Pharmacy 777
- Date:** 2021
- Features:** Provision of custom external branding elements at the entry to the Pharmacy plus internal signage including digital print, vinyl, fabricated acrylic letters, LEDs and vinyl graphics.

TAKE YOUR STORE'S SIGNAGE FROM DRAB TO FAB!

We challenge you to consider your current store signage against the benchmarks below:

CHALLENGE 1: Make your business a landmark.

Is your audience young, millennial and wanting the latest technology to help their buying experience? If the answer is yes, then you need digital signage.

Modern, eye catching designs will appeal to this important buying sector. From digital signage to transparent LED displays (digital curtains), transparent LED glass and touchscreens – your audience needs to be wow'd from the moment they step in-store. Once they feel at ease in store, they will stay longer and buy more!

This is smart, innovative technology – available right now direct from Yap!digital. <https://www.yapdigital.com.au/blog/>

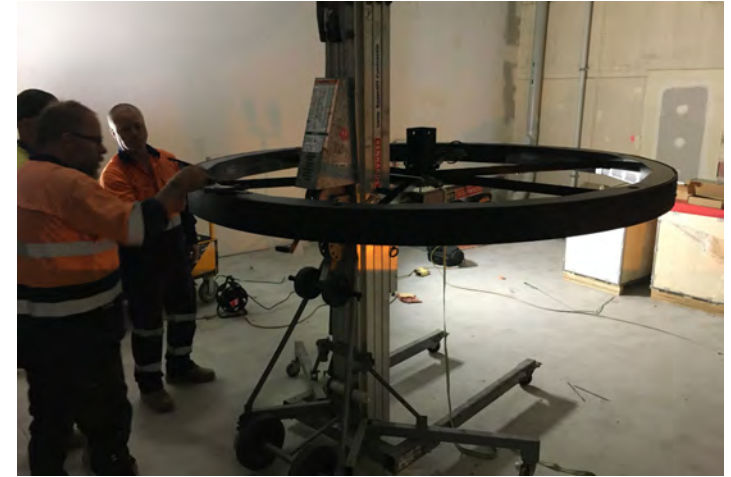


CHALLENGE 2: Size, Angle, Visibility. Have you maximised the potential of your retail signage? Go large! Consider modern signage that will create a real impact. Don't scrimp as this is a false economy. Make sure

the angle of the sign is suited to your customers or passing traffic. And add luminosity – LED's are cost-effective and will shine bright at night.

Jumbotrons are the latest craze when it comes to jumbo-sized digital signage. They are popping up in trendy new retail outlets all over Perth and WA. Jumbotrons – aka large television screens - are the brain child of Lymlive Media. They are fresh and modern – offering a great user experience for instore shopping.

Whilst they used to be commonplace at stadiums using numerical displays to display game scores, this has now evolved into instant sports replays, social media feeds and roaming cameras to show real time content. Basketball games and any sport with audience participation is using the Jumbotron concept. As buyers access the trendy sports stores such as Stateside Sports, the in-store Jumbotrons are mimicking the ball games, making customers more comfortable to browse and linger. This equals sales!





Project Snapshot

Project:	Retail Digital Jumbotron Installations
Location:	Karrinyup S/C, Lakeside Joondalup S/C & Carousel S/C
Environment:	Internal - instore
Client:	Lymlive Media
Date:	2021
Features:	Internal store fit-out at ceiling height incorporating 6 screens in the three largest Shopping Centres in Perth.

GREAT RETAIL SIGNAGE IS TRANSFORMATIVE

Whether you need inspiration, design assistance or help managing a new retail or franchisee building signage project, the team at Signs & Lines can take your building signage from drab to fab! Our service includes creating an integrated plan that will boost brand awareness and enhance your professional image.

Make the most of your building canvas – whether with static or digital signage – and use this space to engage, capture and generate a return on investment with digital signage technology.

Talk to the team at Signs & Lines today
Call on + 61 8 9274 5151
Email at admin@signsandlines.com

If you need inspiration, design assistance or help managing your next signage project, the team at Signs & Lines and Yap!digital can take your project from drab to fab! Our design, manufacture and installation service will make sure you get the most of your signage, plus the benefit of our team of signage professionals to guide you every step of the way.


Talk to the team today.

E: admin@signsandlines.com

M: +614 0719 9576

Ph: +618 9274 5151

 www.signsandlines.com

 www.yapdigital.com.au

HERE FOR
YOUR *health,*
FOR *life.*