

Client: LCBO

Project Description New Craft Beer Signage

Challenge

Lowe-Martin regularly quotes on projects where our company consults on physical design and substrates selection for marketing launches and new store signage. This is an example of how we bid and work to win innovative projects.

Benefits & Solutions

Lowe-Martin was successful in winning the bid, because we provide a one stop shop and including sampling and R&D to meet specific application needs. In this case, the Craft Beer corner required the selection of a substrate for a wall mural, shelf talker, door decals, back lit graphics, and backer cards. Naturally, the substrate selection had to not only fit the requirement of the application but also deliver a unified look from a colour standpoint.

Lowe-Martin worked with LCBO's design team, tested various material and defined the best way to fulfill this application. The project was tendered and we were successful on the bid. We were then mandated to produce all the material for the test store and coordinated the installation. Delivering to bring a marketing idea from concept to life in a couple weeks. If the test store result are deemed positive... this concept will be rolled out to multiple stores.

