



Installation

Abbey case study



Message and merchandising rebrand

Maximising opportunities for engaging with customers through the overhaul of posters, leaflets and sales literature.

OBJECTIVES

- Installation of new Message and Merchandising equipment across estate to coincide with re-branding programme.
- Removal of old POS material

ACTIVITY

- Creation of a dedicated project team
- Pre-installation site surveys
- Preparation of CAD drawings
- Installation of literature displays in 716 branches
- Data capture linked to Abbey head office to monitor project progress.
- Removal of 1500 pallets of old branded Abbey POS in an environmentally cautious manner.

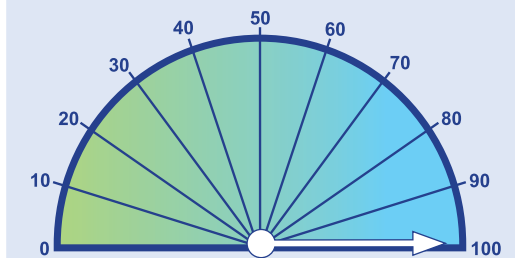


BEFORE



AFTER

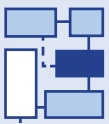
COMPLIANCE = 100%
Within agreed timescales



CAD drawings



Distribution



Planning



Regionalisation



Live Data Capture



Awards



Environmental Management