

A close-up photograph of a person's hands pointing at architectural blueprints on a table. The person is holding a pen in their right hand. The blueprints show a floor plan with various rooms and dimensions. A laptop is visible on the left side of the table, and a spiral notebook is on the right. The background is slightly blurred, showing a person in a dark suit. A blue vertical overlay is on the left side of the image.

rrd

**HOME
IMPROVEMENT**

A COMPREHENSIVE COMMUNICATION TOOLBOX DRIVING MARKETING RESULTS FOR A LEADING HARDWARE RETAILER

Customer rewards and team collaboration case study



CHALLENGES



Global brand consistency across all locations



Local customization: Product lines-in-store promotions



Improve marketing programs effectiveness

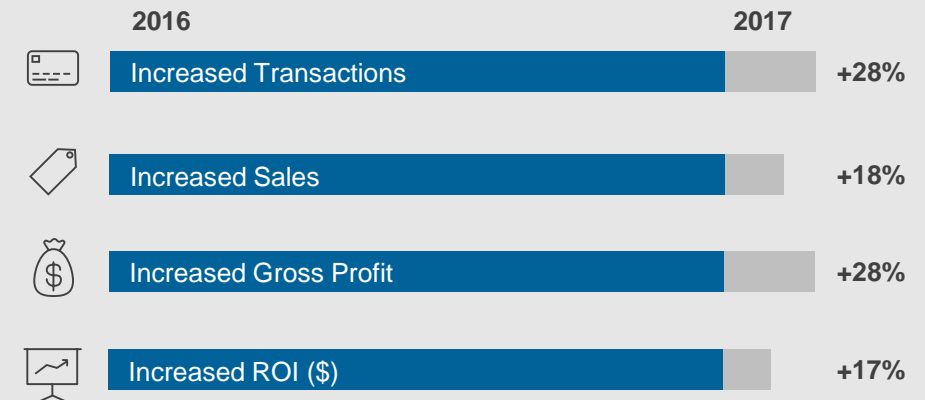


RRD'S SOLUTIONS

- Creative Concepts
- Online Collaborative Workflow
- Digital Asset Management Tools
- Printing and Distributing
- Email Templates
- In-store Signage
- In-store Displays
- Customized Direct Mail
- Automation and Data Analysis



DIRECT MAIL CAMPAIGN RESULTS





**AUTOMOTIVE
PARTS &
SERVICE
RETAILER**

PUTTING THE PEDAL TO THE METAL TO INCREASE MARKETING EFFECTIVENESS

Automotive parts and service retailer case study



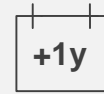
RRD'S SOLUTIONS

- Placed print production specialist on-site
- Overhauled color and brand standards
- Implemented advanced digital asset management system
- Unified network of key existing vendors
- Automated business card production, on-demand signage system and more
- Achieved more secure kitting processes
- Secured flat postage rates for weekly and seasonal mailing costs



RESULTS

During the first year



+350
Production orders



+15%
Increase in savings



Further process & creative improvements



Weekly and monthly **signage campaigns consistent** with current branding



Seasonal mailings delivering considerable **savings** over previous formats



A new electronic stationary system, truck wrap project across multiple brands and label solution for in-store price labels



Expanded services for additional labels, documents, warehouse and fulfillment programs, and multichannel campaigns for customer acquisition, cultivation and retention



THANK YOU