

Client: Magsons Supercentre

Services: Retail Strategy & Solutions



Poster Design for launch

Case Study

Launch plan & communication design done for the third store of Magsons Supercentre in Goa.

The challenge here was to bring in a consistency and thus higher impact through the communication in a short time. The store is located in a building slightly away from the main road of the locality.

Plus the product assortment was different from was not the same as the parent store in Miramar, Panaji.

The deliverables included all media communication such as newspaper ads, posters, inserts, launch invitation, road signage designs, store signage designs - both internal & external, emailer and web page banner design, launch event concept, feedback form design etc.

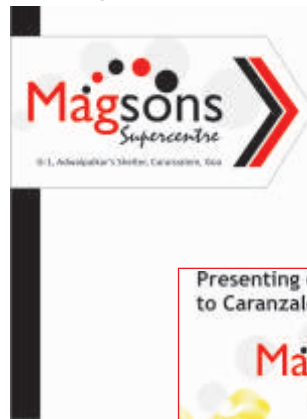
EXEMPLAR

Strategic Solutions

Client: Magsons Supercentre

Services: Retail Strategy & Design

Road Sign Board



Invitation Card



Feedback Form



Newspaper Insert

Shop Facade Board



© Copyright 2008. All designs and images shown, remain the intellectual property rights of Exemplar Strategic Solutions unless otherwise agreed in writing with the individual clients represented. No parts may be reproduced in any shape or form without the express written permission of Exemplar

3-B, Neelkamal Arcade, Atmaram Borkar Rd., Panaji - 01 | 0832 - 6655886 | info@exemplarss.com | www.exemplarss.com

EXEMPLAR

Strategic Solutions

Client: Magsons Supercentre

Services: Retail Strategy & Design

Newspaper Advertisement



Emailer



Direction Sign Board



Display Sinages



Display Sinages



© Copyright 2008. All designs and images shown, remain the intellectual property rights of Exemplar Strategic Solutions unless otherwise agreed in writing with the individual clients represented. No parts may be reproduced in any shape or form without the express written permission of Exemplar

3-B, Neelkamal Arcade, Atmaram Borkar Rd., Panaji - 01 | 0832 - 6655886 | info@exemplarss.com | www.exemplarss.com