



# Albertson's In-Store Campaign Signage

CASE STUDY



## The Highest Level *of* Retail Campaign Support

Ivie & Associates is a national consolidator executing graphic and signage programs for retail giants.

To qualify as an approved vendor for Ivie, companies must demonstrate they can meet exacting standards, use only specified materials, and be able to deliver entire programs on one day. Ivie tapped SWBP for regional support on a Valentine's Day strawberry campaign for 110 Dallas/Fort Worth Albertson's grocery locations. The project involved printing multiple in-store components, kit packing with specified hanging hardware from a 3rd party vendor, careful packaging to protect fragile foam board, and delivery to all 110 locations on the same day. Another project that demonstrates no challenge is too tough or too large for SWBP.