

Case Study – Project - Valentines Campaign

Client: TAG, O2 Telecomms

Project Managers:

ARC UK – John Perrott, Chris Mansfield, Ian Osborne

Project Specification:

26 x O2 stores – Valentines Day Promotion 14th February - Graphic Install 260sqm Optically Clear, Contra vision, Self-Cling, 1mm poly prop (Hearts)

ARC UK:

Core Services employed by TAG

- Consultation services
- Site Surveys
- Graphic manual templates
- High quality Clear vinyl's printed full colour and white printed to 3 substrates – Self cling, Clear Contra vision, 1mm Poly prop
- Unique – 3D Heart graphics
- Installation

Scope of Works:

We were approached at ARC by Williams Lea - TAG to carry out a promotional window campaign for a Valentines Day promotional campaign in February 2024.

Using the new Fuji Aquity Press we knew we could deliver this campaign in good time in readiness of the "go live" date of the 1st February.

Materials and Print Process used at ARC UK -

Clear Contra vision one way graphics - this was reverse printed colour then printed backed up with white ink, then black ink to give one way vision effect (Contra vision)

Self-Cling shape cut - we printed in reverse then printed backed up with white ink and contour cut heart shape to reveal the Screen or podium in store.

Heart shape exterior - add on - printed various REDS to a 1mm poly prop with a scored back to apply to the exterior of the windows.

Client – Mathew Coombs – Williams Lea, TAG

End Client – O2 Telecoms provider (320 Stores UK)



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CLIENT RESPONSE

"What we really like about dealing with the team at ARC is that they always have a solution and bring to life the Clients vision.

To what initially started as a Valentines poster campaign, soon changed into a full-on 3D Graphic installation. We were sent Printed Prototypes of the various substrates for Client workshops which in turn fuelled the Client's ambition to run a full-on window takeover for Valentines.

The fact that ARC's capabilities with speed and quality has given the team at TAG the ability to offer much more interesting projects, and has given us the confidence to offer endless opportunities by coming to the Team at ARC for innovation.

As always, I am looking forward to working on future Projects with John, Chris and the team at ARC UK"

Supplier - ARC UK – John Perrott.

"As always here at ARC, its so good to be able to offer our Client so many more options now with various ink processes and speed. Its given us the ability ARC to really upsell our Products". This will no doubt lead to more campaigns for Tag and the Retail team at O2.