

Chemmart

Complete store branding

With the introduction of a new brand image in 2009, Chemmart needed assistance and help from a strategic partner to implement the new brand into its 380 pharmacies across the country.

After careful consideration of its options, Chemmart chose to appoint SignManager to help manage the program.

Working closely with the store development team, SignManager provided the following end-to-end services to help deliver the brand:

- Development of a store branding manual
- Internal and external store branding
- A national audit of each pharmacy
- Design packs for each pharmacy
- Landlord and council approvals
- Tender and procurement services
- Engagement and administration of all contractors
- Project management of the implementation
- Quality assurance processes
- Risk and OH&S management services

SignManager were able to provide several benefits to Chemmart's team during the project, including:

- **Product Expertise** - SignManager specified every detail of each sign, ensuring quality and consistency on every site
- **Independence** - SignManager are a consultant, not a supplier, and work as an extension of the clients internal team with their best interest at heart.

- **National Network** - SignManager have a national network of proven service providers. Each job is tendered to local companies, ensuring customers achieve the best market value
- **Specialised Systems** - SignManager's web based project management systems are purpose built for signage projects. Streamlined systems keep all stakeholders fully informed and eliminate miscommunication and error. Mobile apps provide easy to use tools to all stakeholders to provide real time installation from site.

With average savings of 20% across the project, no project variations and all stores branded consistently and on time, Chemmart were very pleased with their choice to partner with Signmanager for the project.

If you have a store branding challenge, experience SignManager's significant advantage

Signmanager can deliver a more intelligent approach to sign management, and a significant advantage to your business.

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