

Target Australia

Cleaning up the brand in a short time-frame

In April 2013, Target underwent a management change and observed that a number of their stores were looking dated, so they decided to carry out an upgrade to their stores and signage.

The upgrade, named Project Clean Sweet, was a rush project to coincide with a national media campaign due to be launched on 1st July 2013.

The project included signage replacements at 34 stores and signage maintenance to an additional 83 stores across Australia, all within a 2 month time-frame from a standing start.

Target appointed SignManager to carry out an audit of existing signage using its network of registered contractors.

The audit results and recommendations were documented into site artworks and uploaded to SignManager's online web portal ready for review by Target's regional asset managers across the country.

After approval, the work was tendered to SignManager's contractor network to extract best market value and the project was then executed under the supervision of the SignManager project team.

Experience SignManager's significant advantage

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

With the exception of a few stores that were delayed due to Council approval requirements, SignManager delivered the project on time to Target's complete satisfaction.

SignManager was chosen to deliver the project because of its ability to mobilise a large number of contractors across Australia in a short time-frame. We managed brand compliance, technical specifications, OH&S, Lessor approvals, tendering and the project management process.

Target's Asset Managers were able to log onto the SignManager web portal at any time to obtain live updates which proved very useful for their internal reporting process. SignManager met the project milestones and has also accumulated an online database of Target's signage assets that didn't previously exist.

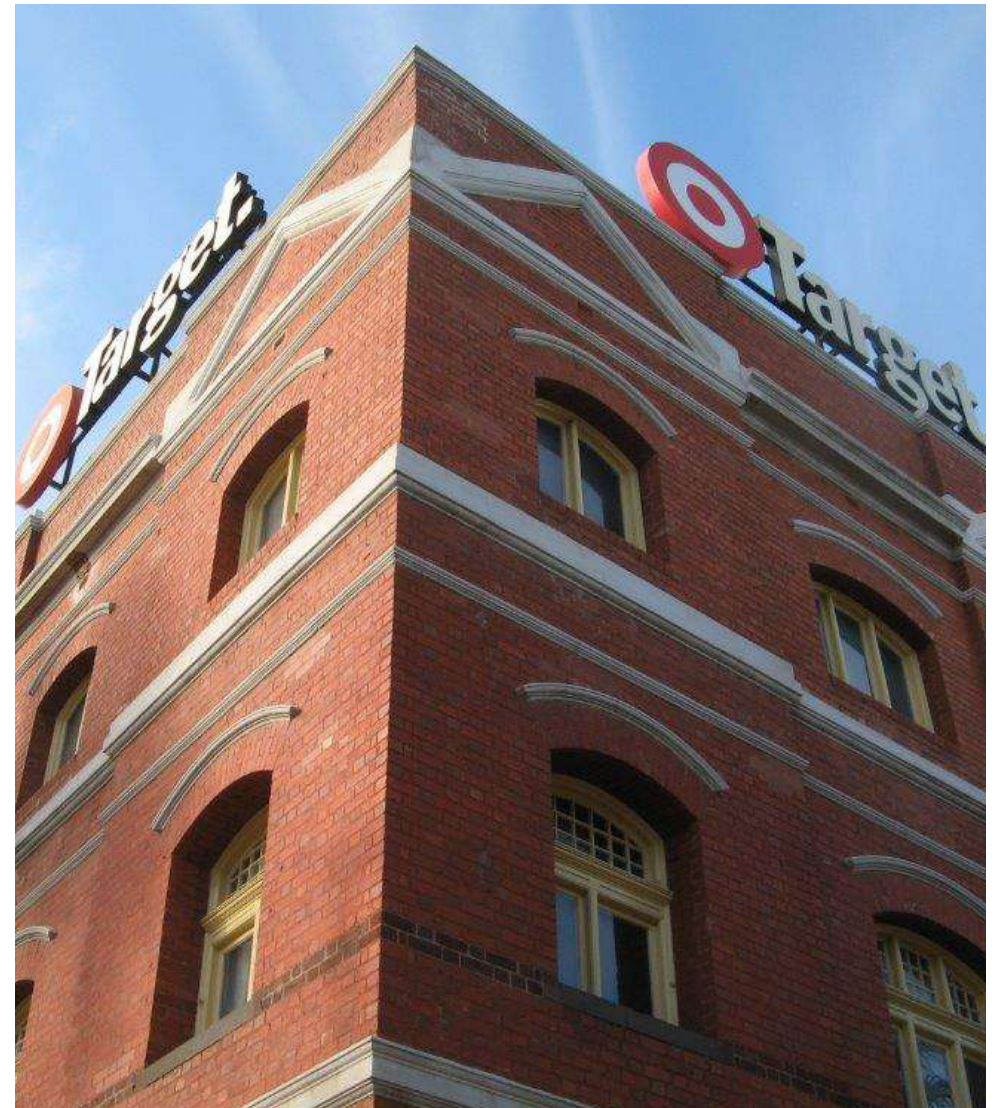
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