



Imagine. Innovate. Integrate.

# Customer Analysis Overview

Advertising Agency  
Quick Serve  
Restaurant

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## Business Impact

- ✓ Revenue
- ✓ Cost Savings
- ✓ Productivity

## Business Description

This advertising agency is one of the largest in the United States, and it lives for one goal: solving the impossible. This is a key differentiator. The agency encourages any company to bring it a problem, no matter how difficult it may seem. And it has made a very strong business working under the gun, solving what appeared to be impossible problems.

Marketing and advertising are constantly changing, and it takes a deep level of thought and creativity to come up with an idea that's smart, fresh, and most importantly effective. That's where this agency's M.O. comes in to play.

When your calling card is effectively and efficiently solving the impossible, it's crucial that your supply chain runs smoothly. If there are hiccups in the system, deadlines are missed and the whole competitive advantage goes out the window.

This is how the agency was able to secure and retain one of its largest customers, a 65-year-old brand with more than 11,300 locations in 37 countries, including more than 8,000 in the U.S., where it is the fourth largest restaurant chain based on unit count. Expansion is on this restaurant chain's mind. In fact, it intends to build as many as 17,000 locations in the U.S.! That will keep this advertising agency on its toes.

## Critical Business Issues

- ✓ Complex supply chain
- ✓ Supply chain disruptions cause customer churn
- ✓ Spontaneous demands from vendors

## Results

This large restaurant chain account is very demanding with multiple new promotions each month. The account relies upon the agency for its creative, fulfillment and supply chain capabilities.

The agency selected Serigraph for this major account because of its expansive knowledge of point of purchase, along with its creativity and ingenuity. The ability to project the right image was also pivotal - another of Serigraph's strengths. And work quality had to be unimpeachable because this brand is so highly valued.



We have been able to meet the challenges that [our client] presents as they expand. They are great at rethinking everything.

- Serigraph Customer

One such challenge occurred when a store sign was installed incorrectly, causing a window to crack. The store personnel blamed the problem on the sign itself rather than the installation. So the customer went to the agency. The agency pulled in Serigraph who flew a team out within 24 hours to run tests. The tests determined that the problem was the installation not the sign. In response to this problem, Serigraph placed a large instructional label on all signs making installation fail-proof going forward. This led to a smoother customer experience and a key client who was thoroughly impressed.

Serigraph's extensive equipment line has enabled on-time delivery of an increasing number of signs in support of its client's key customer's rapid expansion. Serigraph's capabilities aided the agency in closing that new business and ensured it remained the sole point-of-purchase signage provider.

The restaurant chain is looking to open some 400 more stores this year as it expands west from its east coast roots. The agency is also headquartered in New England and executes its fulfillment strategy from that location. A key opportunity for the agency is to use Serigraph, which is more centrally based, for all vendor management functions west of the Mississippi. This will create a strategically located hub and continue to help the

agency provide an escalating amount of POP signage on time as its key customer continues to expand westward.



[Serigraph] very rarely makes mistakes...replacement is immediate.

- Serigraph Customer

## Metrics

- ✓ Able to better source new ideas and last-minute products
- ✓ Grown business through increased and diversified production capabilities
- ✓ Improved quality, the key metric
- ✓ Created consistent quality across all channels of the 8,000-store restaurant chain
- ✓ Improved productivity reducing need to inspect store specific fulfillment configurations



Serigraph makes me look good via sourcing, coming up with new ideas, solving problems, and cutting down on material cost.

- Serigraph Customer