



CASE STUDY: GERTRUDE HAWK

KEY HIGHLIGHTS

- Increased client and customer satisfaction through unique, eye-catching graphics.
- Continuity in order fulfillment through a single-source supply system.
- Quicker turn-around on projects due to collaborative project planning.

CHALLENGE

Meeting the Diverse Needs of a Constantly Evolving Organization

Holidays are the main focus for a chocolate shop, and with over 70 retail chocolate shops throughout Pennsylvania, New York and New Jersey, Gertrude Hawk required a graphic supplier that was able to keep up with the volume of products needed in a rapidly changing marketing environment. In addition, they needed a company who had the capabilities and experience to accurately align the visuals of Gertrude Hawk with the quality and appeal of the actual products. Considering that Gertrude Hawk has a rich history as a premium chocolate maker since 1936, it was essential for its graphic supplier to have an understanding of the need to balance innovation with the proud tradition of the company. All of this had to be accomplished while meeting the diverse needs for highly-specific interior, exterior, and mobile promotional graphics quite often under tight deadlines.



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Brand Graphic Solutions is a great problem solver. They helped us transform our various locations into customer engaging retail environments. As an art director, it's my job to stretch the limits of the creative we employ, and BGS works side by side with me to help make my vision become reality. Simply amazing. People are definitely awe-inspired by the finished graphics and without a doubt it has positively impacted our stores sales performance.

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MELANIE NARDOZZO
DIRECTOR OF ART DEPARTMENT
GERTRUDE HAWK



SOLUTION

Working Together to Create a Comprehensive Brand Image

To address Gertrude Hawk's varying needs, BGS established a streamlined approach to facilitating projects, working directly with the company's art director throughout the entire ordering process to ensure order accuracy as well as compliance to the company's brand standards. Handling projects ranging from signage to vehicle wraps to complete store graphic remodels, BGS achieved a rapid turn-around by cutting out the middle man and working collaboratively with the Gertrude Hawk team. BGS was able to provide an entire series of brand image products while eliminating the time consuming challenges of a multiple-vendor supply chain.

RESULTS

Increased Customer Volume and Satisfaction

The positive results achieved through Gertrude Hawk's implementation of Brand Graphic Solutions' products were immediately recognizable on many levels including increased customer volume and overall satisfaction. Company representatives noted that the in-store graphic packages, eye-catching vehicle wraps and attention-grabbing floor graphics have all contributed to heightened levels of customer engagement. In addition, the consistent delivery of quality products coupled with BGS' commitment to outstanding customer service has resulted in the formation of what is now a mutually successful partnership that continues to grow every year.



GERTRUDE HAWK

INTERIOR FLOOR SIGNAGE

