

"Selling Environment" Imprints Success for AMBIT Press



Project Summary

VP Peter Reed of Minuteman Press-AMBIT approached Portsmouth's Rain Advertising to conceive and execute a total re-brand of his Boston-area printing company. In addition to collateral, Rain needed to drive customer awareness of the high-end services the new company could produce.

Starting with a great rendering by Rain, Image 4 drove brand identity into the lobby décor, printing and installing cut vinyl, graphic wallpaper, three huge mural panels, and custom-manufactured metal signage. Changeable window displays coordinate with products displayed in glass cabinets in the comfortable walk-in ordering area. Lighting and various directional signage completed the new "brand environment".

Steve Casey of RAIN says "The Ambit re-brand accomplished far more than the client had planned, with awareness and sales of new and high-end value-add services increasing dramatically"

Project Budget

Graphic Materials: \$10,000; Installation: \$3,500

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