

Strategic New Look Rings True at Bealls



Bealls Department Stores — a division of Florida-based Bealls, Inc. — sought to reimagine their eight-foot-and-up navigation program with an organized mix of graphic signware options. Bealls aimed to integrate powerful visual cues with high-quality product brand messages to attract shoppers' attention and easily move them to their desired destinations.

Founded in 1915 and headquartered in Bradenton, Fla., the company operates more than 530 stores in 16 states as Bealls Department Stores, Bealls Outlet, Burke's Outlet and Bunulu.

The Opportunity

The Bealls retail design team had very specific plans in mind for a reimaged retail experience in their Seminole, Florida, prototype store. In their quest for innovative solutions to deliver the new concept strategy, Bealls engaged Rose Displays to transform their unique ideas into systems that can easily

be executed and maintained at retail. The opportunity leverages a variety of core signware systems for the eight-foot-and-up navigational elements, along with Rose Displays Sales and Design Services to create customized mounting solutions for select feature wall graphic displays.

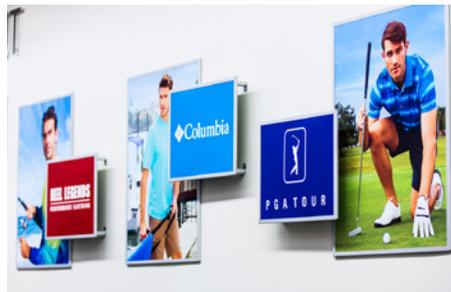
The Rose Solution

Seeking a solution that would engage shoppers at every visual communication level within the retail environment (Orient, Inform and Select), Rose Displays selected key elements from our expansive product assortment to define a foundation for the unique visual signware displays. The collaboration was designed to help Bealls:

- Visually segment departments with rhythmic large-format printed images that navigate shoppers from one category to the next.
- Tell unique two- and three-dimensional graphic stories that announce leading product brands to inspire shoppers.
- Integrate unique hardware and customized frame adaptations that align with in-store mounting specifications enhancing 'The Scene' feature wall destination, while preventing any damage to the existing custom wall panels.

- Showcase unique mounting techniques that create depth and overall visual interest at the front of store.

The overall solution balanced a medley of signware systems with various uses that complement each other, creating a harmonious visual communications exhibit throughout the entire retail environment.



The Benefit

The Bealls collaboration illustrates Rose's ability to help deliver on a client's vision. In this case, a visual communications program was seamlessly executed through strategies, clear goals and plans that deliver a brand experience at every touch point within the retail environment.

The innovative navigation systems —created with our durable, easy-to-use, off-the-shelf frames and holders —ultimately guide shoppers through the store while creating a well-organized, high-impact brand experience that is unique to Bealls.

“We grand-opened last Friday and it was an awesome event! Thank you for all your help and the attention to detail that makes the execution a seamless one.”

— Tiffany Coble, Director of Store Environment