



The Challenge

THE NEW LOOK FOR OLD NAVY

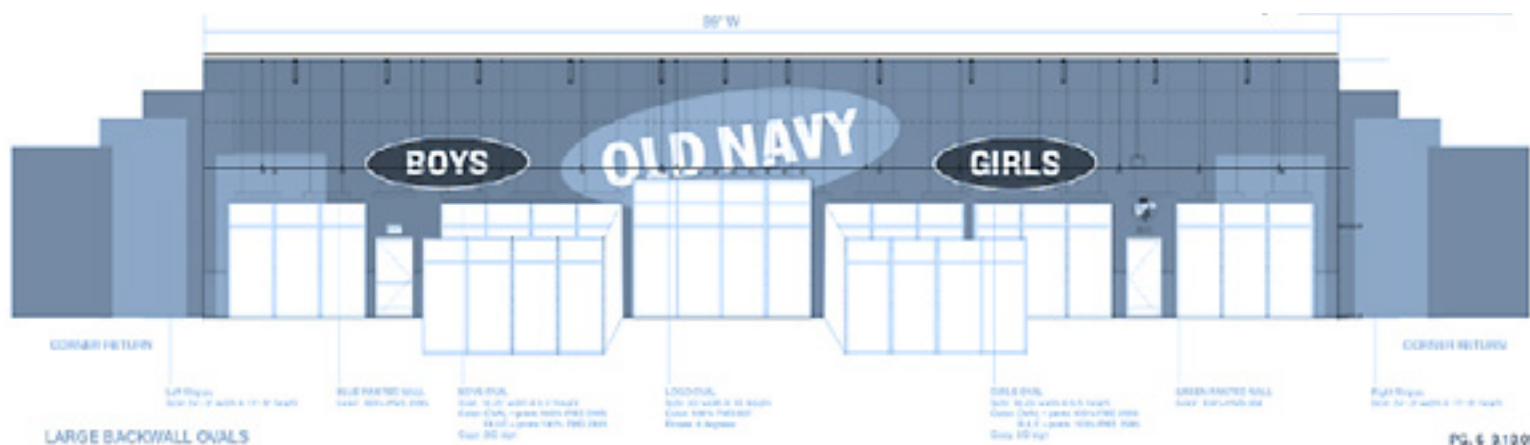
In an effort to boost sales, Old Navy sought to re-invent their retail space. The in-store experience needed to be easy, friendly and fun—so the store environment needed to emulate that feeling. “The New Old Navy” branding campaign was introduced to bring the “happy” back into its entire fleet of stores and Corporate Identity Systems (CIS) was the perfect long standing partner to help them implement it!



The Solution

CIS quickly realized the best approach to efficiently deliver the program would be to leverage the Vomela network of companies to execute this large program. Dealing with varying store environments throughout the nation—The Vomela Companies kicked off this program by conducting site specific surveys to capture store dimensions and images, and to detect any possible site issues. These surveys were converted into specific store layouts that drove the print production and comprehensive installation guides for “The New Old Navy” rollout.

**INSTALLATION
CREWS SENT
TO THE INSTALL
SITES WERE
ALL PDAA,
UASG AND
3M CERTIFIED**



“It’s our ability to do it all that makes us unique— from creating front-end prototypes to rolling out large programs like this one. And we truly couldn’t do these things as efficiently or as well without a team effort.”

— Bob Pietila, CIS



The Benefit

CIS worked closely with Old Navy's store environment team throughout the process—demonstrating expertise of program management per specific store environments to the national reach of certified installers. The skill of CIS combined with the strength of the Vomela network, resulted in producing complete in-store graphics and the successful installation of nearly 700 stores over the course of 8 years, with additional rollouts planned through 2017. Overall, this store refresh has led to an improved shopping experience and service levels for shoppers by simplifying the process, and by making it fun again!

**SUCCESSFUL
INSTALLATION
OF MORE THAN
700 STORES
OVER THE
COURSE OF
8 YEARS**

