

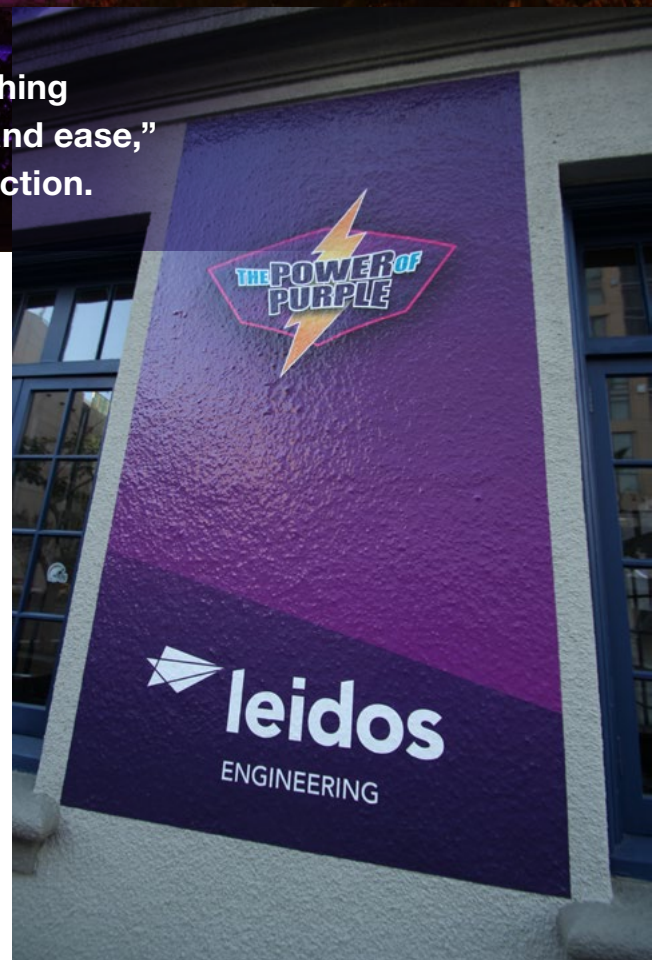


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The Power of Purple

Using Avery Dennison Digital Supercast films for short-term, high-impact marketing tactics.

Leidos Engineering harnessed the power of purple and creative marketing to turn a restaurant across from the San Diego Convention Center into a bold branding statement. Using wall graphics, the Tin Fish was temporarily transformed into a display of purple to showcase the Leidos conference theme, “The Power of Purple,” to attendees of the DistribuTECH 2015 Conference and Exhibition.





Temporary Graphics Achieve A Lasting Impression

Leidos had only three days to take over the restaurant to build brand awareness and drive traffic to their booth. They also needed to create a casual meeting space for their business development team. Sign Distinction, a custom sign shop in San Diego, was recommended for the job after working with the Tin Fish to promote other events at the San Diego Convention Center. This was the first time wall graphics were used to transform the restaurant.

Sign Distinction used Avery Dennison MPI 2611 wall film to create multiple wall graphics on the exterior and interior of the restaurant. Avery Dennison MPI 1005 with DOL 1380 overlaminates was used to cover the tables and create a purple environment with free-standing signs outside the restaurant. “We were able to perfectly match Leidos’ purple branding and create graphics that could be installed quickly and removed without any damage,” said Pete Jackson, owner of Sign Distinction. “I tested other products on site, and nothing compared to Avery Dennison’s color quality and ease.”

A Buzz-Worthy Event

The graphics were printed with an HP 25-500 printer and only took a day for install and removal. Leidos observed the entire project and was extremely satisfied with the results. “The restaurant takeover was extremely well executed – people thought we actually painted the building,” said Suzzanna Martinez, marketing director for Leidos Engineering. “I was especially pleased with how the wall film looked and stayed attached to a stucco building.”

Leidos proved that with three days and an out-of-the-box visibility tactic, like this short-term transformation, it is possible to create a lasting impression.

Products used:

- MPI 1005 Supercast Easy Apply RS™
- DOL 1380 matte overlaminates

Avery Dennison digital media is used for architectural, fleet and vehicle graphics.

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