

Brant InStore at GlobalShop

SEASONS OF CHANGE

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Challenge

To introduce a new name and logo for Brant InStore, formerly known as Brant Screen Craft, and demonstrate the company's full suite of printing capabilities at GlobalShop.

Solution

A retail-inspired environment that "changed with the seasons" to showcase Brant InStore's entire spectrum of solutions and promote its newly evolved identity.





Show attendees were invited to stop by the booth daily to "see what's InStore." Visitors were rewarded with a dramatic seasonal theme that shifted from winter to spring to fall.

Snowflakes, butterflies and autumn leaves were printed with glitter and motorized to flap and spin gently over the attendees' heads. The booth's header was swathed in sheer fabric to make sure these dramatic elements were visible—even from across the room.

The vivid seasonal changes not only showed off the company's innovative print solutions, but also demonstrated their speed and flexibility. The message was clear: Brant InStore can handle last-minute promotions, provide excellent customer service and produce eye-popping graphics.

The booth was a major investment for Brant InStore, so we ensured all components were reusable. However their investment paid off quickly, with the company signing a new client right on the show floor.





Brant InStore didn't just establish a new identity at GlobalShop. With Czarnowski's help, the company drew attendees back every day to create a relationship-building experience.

Say hello.