



BEAUTY FROM THE OUTSIDE IN

SIGNWAVE CASE STUDY MECCA

THE OPPORTUNITY

MECCA is an Australian success story that started with one woman in Melbourne who went on to grow a beauty industry retail chain with an eye-catching presence across Australia and New Zealand. Operating under three different brands - MECCA Cosmetics, MECCA Maxima and Kit – the organisation places utmost importance on the in-store customer experience and part of keeping customers excited means changing the graphics on every store window every month.

THE CHALLENGE

SIGNWAVE South Yarra's first meeting with the MECCA team was through a walk-in. "Our centre is located in the same street as MECCA head office," recalls John Wylie, owner of SIGNWAVE South Yarra. "They just walked in and began discussing their intention to feature new graphics on their store windows that would change monthly. We provided them with a quote for producing computer cut vinyl graphics for them and we got our first job with MECCA."

THE RESULT

In the 10 years since that first job, MECCA has become SIGNWAVE South Yarra's most loyal client thanks to a diligent and reliable approach to project management. Says Wylie, "We have never missed a deadline even once because of how seriously we take them. We don't consider the job done until each graphic has been installed. On one occasion, a courier lost vinyl applications

Unwavering diligence, reliability and careful project management of an ever-changing ongoing campaign for one of the biggest names in Australian beauty retail.

THE SOLUTION

The first job went well and so did the one after that and so on. "We now produce new window graphics for all 30 MECCA stores – across Australia and New Zealand – every single month," says Wylie. By continuously and reliably meeting tight deadlines, SIGNWAVE South Yarra has built a strong working relationship with MECCA. Wylie explains that his centre receives design files only two weeks before they must be installed on store windows, and it prioritises production and delivery. "The logistics are critical. We project manage the time carefully to avoid delays because each month signifies a new campaign for MECCA – and the windows tie in with everything else they have going on from point-of-purchase displays to focused efforts on selling particular product ranges."



that had to be installed on the Gold Coast the next morning and in order to get there on time, we reprinted, then one of our team members got on a plane, flew across two states and installed them in person." As a result of their dedication, the scope of SIGNWAVE South Yarra's work continues to grow in line with the expansion of the MECCA brand.

