



The Challenge

THE CURE FOR SIGNAGE CONVERSION

In late 2015, CVS Health completed the acquisition of Target's 1,672 pharmacy and clinic businesses. The existing store-within-a-store formats needed to be converted to the CVS/pharmacy brand with as little to no disruption as possible.

We worked closely with the CVS Marketing, Retail Innovation Store Design, and Procurement Departments as well as Target's Store Environment Team to define the specific graphic elements for a variety of Target store formats and designs.

Contact Us hello@vomela.com



The Solution

Pratt Visual Solutions, a Vomela Company, Creative Industrial Design team worked together to produce engineering and installation drawings for CVS and Target approval. We produced and installed multiple prototypes in the CVS corporate mock store based on three average pharmacy layouts.

Concurrently, the account team developed a rollout plan with CVS Procurement including detailed spec sheets. As this was a fast-paced project with firm commitments involving two top retailers, there was no room for error.

Multiple teams within Pratt Visual Solutions worked to provide organization, flexibility and detailed information with CVS headquarters, a new fulfillment center in Ohio, and all the general contractors installing the new graphics.

During the 6-month conversion process, Pratt Visual Solutions problem solved all along the way— reacting to quick-turn custom signage requests from the general contractor to solve store-specific anomalies, all while providing turn-key, survey, production and installation of MinuteClinic privacy window graphics.

In addition to the interior décor, Pratt Visual Solutions provided 800 grand-format exterior banners to cover up Target pharmacy signs until the new CVS exterior building signs could be installed.





The Benefit

CVS commended Pratt Visual Solutions', A Vomela Company, performance on the Target conversion, remarking on the quality of communication, services, product and speed of execution from prototypes to rollout to ongoing supplemental requests.

Our CVS partnership continues to grow. We are currently executing a remodel décor program, implementing the strategic brand into a retail package, as well as supporting CVS' new store décor and their windows program.

QUICK STATS:
1,600 STORES
6 MONTHS
CONVERSION
TIMELINE

