

## CASE STUDY

### COORDINATION & INSTALLATION

**CHALLENGE** – CTL'S CUSTOMER, WHO SPECIALIZES IN RETAIL FIXTURE DESIGN AND INSTALLATIONS, HAD A NEW PROJECT THAT INVOLVED AN ADVERTISING AGENCY HIRED BY A LARGE GERMAN AUTO MAKER. THE AGENCY LAUNCHED A PROGRAM TO PUT NEW LARGE DISPLAYS IN US DEALERSHIPS THAT HIGHLIGHTED THE AUTOMAKER'S HIGH-PERFORMANCE VEHICLES.

**CTL SOLUTION**-THE PROJECT REQUIRED METICULOUS COORDINATION TO SHOWCASE THE NEW DISPLAYS AT SPECIFIC DATE AND TIME THOROUGH OUT THE US. WORKING CLOSELY WITH THE MANUFACTURE AND THE ADVERTISING AGENCY, THE DISPLAYS WERE SHIPPED FROM GERMANY IN LARGE CRATES PACKED 8 UNITS TO A 40' CONTAINER. WHEN CRATES ARRIVED AT THE PORT OF SAVANNAH, THE THEY WERE DISTRIBUTED THROUGHOUT THE US AND STORED UNTIL INSTALLATION DAY. CTL COORDINATED WITH THE CUSTOMER'S INSTALLATION TEAM AT THE VARIOUS DEALERSHIP LOCATIONS TO LAUNCH THE DISPLAYS IN UNISON ACCORDING TO THE ADVERTISING AGENCY'S PLAN.

#### ADDITIONAL CUSTOMER BENEFITS

- CTL DRIVERS MET THE INSTALLERS IN THE EARLY MORNING TO AVOID DISRUPTION OF NORMAL BUSINESS AT DEALERSHIPS
- THE DEALERSHIPS ENJOYED A SUCCESSFUL, COORDINATED AND ON-TIME PROMOTION OF THEIR HOT NEW MODEL