

Success Story



Onsite Surveys Enabled Seamless Fountain Translight Roll-out



THE CLIENT

The Arizona Business Unit of Circle K stores, which operates approximately over 625 stores in Arizona and Nevada. Known worldwide for quality products and great customer service, Circle K is one of the most widely recognized convenience store brands.

THE CHALLENGE

A new translight POP campaign with new PolarPop™ graphics was going to be rolling out soon. Circle K Arizona wanted to ensure that even with all the different store locations, fountain machine sizes and specifications that the rollout of the new campaign and execution at the store level would be as seamless as possible - something that previous campaigns have failed to accomplish.

THE SOLUTION

GSP's Professional Onsite Surveyors were brought in to conduct site surveys at all 625+ locations, capturing specific data points, including translights. All the survey data was then compiled and stored in the AccuStore™ software platform, resulting in highly accurate site profiles for each store location. When it was time to roll out the new PolarPop™ translight campaign, a quick Dynamic Query report on all the translights enabled an efficient site-specific campaign rollout based on the most complete and accurate data available.

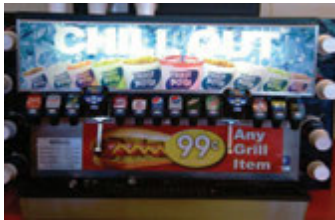
Success Story



Sign Type: FTN TRANS 43x11
 Translight Size: 43"W x 11"H
 Fountain Machine: 42.75"W x 30.5"D x 33.25"H
 MFR: Servend
 Model #: MDH-302-Q
 # of Heads: 12
 Label Size: Decal #1 (1.937 x 2.875)
 Decal #3 (2 x 2.437)
 Decal #4 (1.937 x 1.937)



Sign Type: FTN TRANS 59.75x23.81
 Translight Size: 59.75"W x 23.81"H
 Fountain Machine: 60"W x 30.5"D x 33.25"H
 MFR: Servend
 Model #: MDH-402-Q
 # of Heads: 16 or 20
 Label Size: Decal #2 (2 x 3.562)
 Decal #3 (2 x 2.437)
 Decal #4 (1.937 x 1.937)



Sign Type: FTN TRANS 43x11
 w/ Flavor & Energy
 Translight Size: 43"W x 11"H
 Fountain Machine: 42.75"W x 30.5"D x 33.25"H
 MFR: Servend
 Model #: MDH-302-Q
 Flavor/Energy: Oval decals
 # of Heads: 12
 Label Size: Decal #1 (1.937 x 2.875)
 Decal #3 (2 x 2.437)
 Decal #4 (1.937 x 1.937)



Sign Type: FTN TRANS 60x16
**Made up of (2) FTN Machines*
 Translight Size: 60"W x 16"H
 Fountain Machine: 30"W x 30.75"D x 39.625"H
 MFR: Cornelius
 Model #: ED-250
 # of Heads: 8 or 10
 Label Size: Decal #1 (1.937 x 2.875)



Sign Type: FTN TRANS 39.5x30.5
 Translight Size: 39.5"W x 30.5"H
 Fountain Machine: 44.375"W x 30"D x 34"H
 MFR: Cornelius
 Model #: ED-300
 # of Heads: 12
 Label Size: Decal #1 (1.937 x 2.875)



Sign Type: FTN TRANS 42.5x23.81
 Translight Size: 42.5"W x 23.81"H
 Fountain Machine: 42.75"W x 30.5"D x 33.25"H
 MFR: Servend
 Model #: MDH-302-Q
 # of Heads: 12
 Label Size: Decal #2 (2 x 3.562)
 Decal #3 (2 x 2.437)
 Decal #4 (1.937 x 1.937)



“The rollout of our recent PolarPop Translight program was essentially seamless,” said Terry Brown, Circle K Arizona’s Advertising Manager.

“Utilizing both GSP’s survey teams in conjunction with their site intelligence software enabled us to minimize errors due to the highly accurate data, and ensured flawless execution at the store level. Thanks GSP!”