

FACT SHEET

Who We Are

Medallion Retail is a full service retail strategy company, offering end-to-end research through implementation expertise specializing in custom-branded selling environments.

We help great businesses become great brands. Fortune 1000 companies, global brands and the nation's largest retailers rely on us to enhance and shape the customer experience at retail.

Why Us

Our integrated services begin with your brand and end with the consumer. We help our clients make better decisions about how they support their internal AND external customers, position their brand, and manage their business. We connect strategy with implementation and deliver successful, idea-driven solutions that are realistic, actionable, and enable future change and business growth.

Retail Strategy

- Consumer-at-Market Intelligence
- Customer Touch Point Analysis, Planning, and Implementation
- Integrated Marketing Communication Plans

Program Management

- Account Management
- Project Management

Visual Communications Design

- Design Strategy
- Brand Identity Design
- Package Design
- Environmental Graphics Design and Signage
- Retail Promotional Advertising
- Promotional and Collateral Design
- Catalogs and Brochures
- Graphic Guidelines and Standard Manuals

Retail Experience Design

- Retail Signage Programs
- Point-of-Sale Messaging
- Wayfinding Systems
- Visual Merchandise Planning
- Fixture and Display Design
- Concept and Vendor Shop Design
- Retail Signage Standards

Manufacturing and Production

- Digital Prepress
- Digital Asset Management
- Value Engineering and Documentation
- Print Production
- Sourcing
- Prototype Development
- Fabrication
- Program Rollout

Inventory, Fulfillment and Shipping

- Dedicated Customer Service
- Custom Packing and Distribution
- Consolidation
- Regular and White Glove Handling
- Inventory Management and Fulfillment
- Domestic and International Shipping
- Warehousing

How We Do It

We incorporate the Principles at Retail, Customer Experience Metrics SystemSM, and a combination of integrated disciplines—including retail marketing, advertising, in-store/out-of-store visuals, retail environments, and signage—to deliver innovative approaches to the customer experience at retail.

Medallion Retail

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