

MATRIX  
FRAME



*Arthur  
Elliott*



Formally B2B, this new B2C play targets the people running major retailers through organic social, paid media plans, email, and a new website. With bold and descriptive messaging, Matrix Frame USA owns the silicone-edge graphic corner of the world.

Content should attract professionals responsible for enhancing brand presence and customer engagement through visual displays and signage.



WHERE: PLACEMENTS

WHO: PERSONAS

# WHERE

**Main Focus: Retail stores**  
offering visual merchandising solutions to enhance in-store displays.

**Visual displays may be placed:**

**Sports Venues**

- Signage systems tailored for professional and collegiate athletic teams

**Museums**

- Exhibit displays that cater to educational and aesthetic requirements

**Automotive Dealerships**

- Showroom graphics and promotional displays to highlight vehicles and promotions

**Corporate Environments**

- Branding and informational displays for office settings

**Advertising Campaigns**

- Attention-grabbing installations for various campaigns

**Luxury Stores**

- Attention-grabbing installations for various campaigns,

**Trade Shows & Exhibits**

- Customizable booth displays and fixtures for exhibitors

**Showrooms**

- Product presentation spaces with dynamic signage solutions

**Educational Institutions**

- Promotional, branded, and visual communication signage, primary through university







# WHO

**Main Focus: Those who lead brand, design, and comms**  
are responsible for enhancing brand presence and customer engagement

**Visual displays that are chosen by:**

**Visual Merchandising Managers**

- Oversee the aesthetic presentation of products in retail environments to attract and engage customers

**Retail Store Managers**

- Manage daily operations of retail stores, including the implementation of visual merchandising strategies

**Interior Designers**

- Design functional and attractive interior spaces, including the selection and placement of visual displays

**Marketing Team Managers**

- Develop and implement strategies to promote products or services, often utilizing visual displays to reinforce brand messaging

**Event Coordinators**

- Plan and execute events, requiring visually appealing displays to enhance attendee experience

**Chief Marketing Officers**

- Attention-grabbing installations for various campaigns,

**Brand Managers**

- Ensure consistent brand representation across all visual materials and customer touch-points

**Corporate Comms Managers**

- Develop internal and external communications, often incorporating visual elements to effectively convey messages

# RETAIL RANDI

**Job Title: Visual Merchandising Manager**

**Industry: Fashion Retail**

**Goals:**

- \* Create eye-catching in-store displays that increase foot traffic.
- \* Align displays with seasonal trends and promotional campaigns.
- \* Maintain consistency with the brand's visual identity.

**Challenges:**

- \* Managing tight deadlines for frequent display updates.
- \* Balancing creativity with budget constraints.
- \* Multiple shipping points with adjusted sizes for each location.

**Preferred Solutions:**

- \* Easy-to-install visual systems like Silicone Edge Graphics (SEG).
- \* Sustainable and reusable display materials.
- \* Collaborative design and printing services.

# LOGO LUKE

**Job Title: Brand Manager**

**Industry: Luxury Goods**

**Goals:**

- \* Ensure consistent branding across all visual touch-points.
- \* Elevate the customer experience in high-end retail spaces.

**Challenges:**

- \* Sourcing premium-quality materials that reflect brand standards.
- \* Coordinating with multiple vendors to meet strict specifications.

**Preferred Solutions:**

- \* High-resolution back-lit light boxes for in-store signage.
- \* Bespoke designs that integrate seamlessly with store interiors



# EVENT ELLEN

**Job Title: Event Coordinator**

**Industry: Corporate Events and Trade Shows**

**Goals:**

- \* Design event spaces that captivate audiences.
- \* Drive attendee engagement through immersive visuals.

**Challenges:**

- \* Transporting and setting up displays quickly.
- \* Maximizing impact within a limited floor area.

**Preferred Solutions:**

- \* Lightweight, portable display systems.
- \* Customizable banners and backdrops with quick assembly.

# MOTOR MIKE

**Job Title: Marketing Manager**

**Industry: Automotive Dealerships**

**Goals:**

- \* Enhance showroom appeal to drive vehicle sales.
- \* Highlight promotional offers with vibrant, attention-grabbing displays.

**Challenges:**

- \* Adapting visuals for frequently changing inventory and promotions.
- \* Maintaining visual quality under showroom lighting conditions.

**Preferred Solutions:**

- \* Versatile SEG fabric frames for showroom customization.
- \* Durable and non-glare window graphics for exterior branding.



# OFFICE OWEN

**Job Title: Corporate Communications Manager**

**Industry: Technology**

**Goals:**

- \* Create visually engaging office spaces that inspire employees.
- \* Communicate key corporate messages through internal signage.

**Challenges:**

- \* Aligning visuals with evolving corporate branding guidelines.
- \* Balancing functional messaging with aesthetic appeal.

**Preferred Solutions:**

- \* Wall murals and informational signage that integrate branding.
- \* Modular systems for easy updates as messaging evolves.

# ARTISTIC ALLIE

**Job Title: Interior Designer**

**Industry: Museums and Galleries**

**Goals:**

- \* Design immersive spaces that enhance visitor experiences.
- \* Ensure visuals are both artistic and functional.

**Challenges:**

- \* Achieving the right balance between lighting and display materials.
- \* Sourcing durable solutions for long-term installations.

**Preferred Solutions:**

- \* Custom SEG frames with archival-quality graphics.
- \* Back-lit displays for dynamic and dramatic effects.



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