

# Brooks Achieves In-Store Impact



## Shoe display solution proves a runaway success

Brooks, maker of high-end running shoes, gets one or two opportunities each year to have branded tables in DICK'S Sporting Goods stores. This year, as for the past five years, Taylor Communications partnered with Brooks to create the displays. We worked closely with our client's marketing, brand and creative teams to develop concepts that used Brooks' "Run Happy" slogan to showcase multiple shoe styles and reinforce the company's brand identity. Through our prototyping, kit packing and fulfillment capabilities, 3D sign shop, paint

shop and digital print technology, we produced two engaging, impactful displays per store for 259 DICK'S locations — all out of our facility in Portland, Ore.

With this and other examples of our successful partnership, Brooks and DICK'S have come to trust and rely on Taylor Communications to provide creative retail marketing solutions with designs and displays that are eye-catching and executable at the store level.