

PRECISION TIME *Watch Retailer*



ANATOMY OF THE PROJECT

Summary of things created

- Sale Signs
- Feature Signs
- Pricing Cards
- Top-of-counter Signs
- Business Cards

CLIENT DESCRIPTION

Founded in 1982 by watch expert, Hugo Fraga, Precision Time began as a single, full-service watch shop. Growing up in Argentina, Fraga had a passion for timepieces. After he immigrated to America, he opened up his first store and has now expanded his company to over 60 locations in malls across the nation.

In order to offer timely marketing in locations across the United States, Precision Time needed a tool that would enable them to easily order branded collateral for their stores and kiosks.

CREATIVE SOLUTION

Alexander's automated online platform, Divvy, provided Precision Time the perfect solution. Their franchise owners are able to log on to the customer portal and order all print marketing needs without any hassle. This ensures that all marketing content across the country is on brand and gives a consistent message.

Precision Time need not worry about opening new locations as the Divvy portal is accessible at all times and places. New stores will be able to easily set up shop and have the marketing tools necessary.

RESULTS

Online portal created for Precision Time franchisees.

Once materials are ordered, only 5 days to print, laminate, cut, package, and ship.

Roughly 12 different Precision Time products in each monthly shipment.

Locations across the nation receive custom orders of needed materials.

PRECISION TIME

THE WATCH EXPERTS

for Mom

REVOLT COSMOPOLITAN

NOW \$7500



BERKELEY MENS
(34-36MM Round)

- Sleek, Low-Profile Case
- Elegant Design
- Updated Take On Heirloom Styles

PRICE: \$89
MSRP: \$125 - \$185

BERKELEY LADIES
(32-34MM Round)

- Sleek, Low-Profile Case
- Elegant Design
- Updated Take On Heirloom Styles

PRICE: \$89
MSRP: \$125 - \$185

ESSENCE
(34-36MM Round)

- Simple, Modern Style
- Clean Lines
- Swiss Movement

PRICE: \$79
MSRP: \$125 - \$185

HURLINGHAM
LONDON, ENGLAND 1988

LÖWEN
SWITZERLAND

for Mom

REVOLT COSMOPOLITAN

NOW \$7500



PRECISION TIME

for Mom

REVOLT COSMOPOLITAN

NOW \$7500



25%

25%

15%

35%

30%

40%

20%

\$95

REVOLT

15%

40%

\$79.95

\$20

\$20

25%

25%