

PRINT SHOP MAKES ITS MARK

PROJECT OVERVIEW: UNDERGROUND PRINTING

Underground Printing (UGP) established itself amongst the Indiana University campus as the one-stop-shop for all custom print needs.

After surveying IU students and conducting a SWOT analysis, the team identified UGP's two main weaknesses:

- **Lack of brand recognition:** Only 29% of 70 respondents claimed they knew of Underground Printing.
- **Low foot traffic:** As stated by the store managers, customers who make in-store purchases have frequently stated that they never knew of UGP's location.

PROJECT FOCUS AREAS



- Role of social media in purchasing decisions
- Utilize storefront design to attract clients
- Determine what students/faculty value most when ordering custom apparel

OUR RECOMMENDATIONS



Share Outfit Ideas on Social Media: Upload stylish images of the in-store merchandise to UGP's Instagram page to engage more followers. Pair select merchandise with other fashionable clothing items to create a unique outfit.

Increase Store Visibility: Remove the awning outside the store entrance and replace it with signage that says "Underground Printing" in simple, bold lettering. Another option is to commission IU art students to paint an IU-themed mural on an exterior side wall.

Hire a Brand Ambassador: Hire a part-time brand ambassador to spread awareness of the brand's custom print options. The individual can sport a uniquely designed, eye-grabbing shirt that says "Ask Me Where I Got This Shirt."

Change Printing Hours: Modify store hours to fit customers' schedules. 82% of student club/organization leaders the team surveyed said that they spend time on club-related matters between 4 pm and 11 pm.

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We did implement a lot of the social media recommendations and saw a great influx of likes and comments!

—UGP Sales Manager