

# CASE STUDY



## Mark's Work Wearhouse

### Background

Mark's Work Wearhouse has more than 300 stores across Canada. The store's roots are in rugged work-wear, but the store also places emphasis on business casual attire.

### Challenge

EnQii was asked by Mark's to develop templates for its flagship store in Calgary to engage with customers and communicate the very particular benefits and selling points of each of the clothing ranges. The flagship store is the model for new Mark's stores.

### Solution

The model store implements retail theatre with a system of coordinated displays of varied sizes and purposes. Consumers entering the store are greeted by a large titanium projection screen and directional audio. Within the store, there are large plasma displays for each department, and smaller interactive displays that promote specific items. The installation is centrally managed over an in-house network, ensuring a high-level of in-store marketing campaign compliance.



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