



CASE STUDY

(OR HOW WE LIKE TO SHOW OFF)

GENE JUAREZ
SALONS & SPAS

Gene Juarez Salons and Spas

As one of the leading salons and spas in the country, Gene Juarez understands the value of seasonal campaigns. Gene Juarez invited Stella Color, a Washington State certified Women's Business Enterprise, to assist them with their Valentine's Day promotion.

With eleven locations nationally, the campaign had many site-specific options and announced - from windows to counter - their seasonal promotion. Color quality and consistency between a wide selection of media was critical, and maintained inside and outside the store environments. Stella Color also managed all exterior vinyl applications and provided directives for store-level employees to execute installations for each in-store environment.

As a minority-owned facility, Stella Color often enables socially-minded companies to meet challenging diversity purchasing requirements, while continuing to be the fastest growing large-format vendor partner in the Northwest.



Gene Juarez and Spas

DATE: _____
SUBJECT: _____
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