CIRCLEGRAPHICS

US CELLULAR

Agency/Customer: Publicis & Hal Riney
Products: Eco-Posters, Eco-Flexx, 30 Sheets, Vinyl, Bus Shelters, Kiosks, Transit, Bus Kings

Publicis & Hal Riney, a close and growing Circle client since 2009, approached us to produce a national outdoor campaign for US Cellular, involving the printing of more than 2100 units that spanned the CG product line, including Eco-Posters, Eco-Flexx bulletins, 30 Sheets, Transit Shelters and Mall Kiosks.

The national campaign was to run for three months in markets coast to coast that included cities in Washington, Oregon, California, Oklahoma, Nebraska, Wisconsin, North Carolina and Maine.

The project went very smoothly, with little to no challenges from start to finish, including a client press check by Amy Henderson and Michael Whelan, Publicis & Hal Riney's Production Manager and Art Director, respectively.

"Circle's press checks are very efficient, and we always extremely happy with their color and quality," says Henderson. "And while this project virtually problem-free, I've always liked the fact Circle follows up with any issues that may come and that they have an answer or solution, or can produce materials, to satisfy any need."

"Circle's customer service is amazing," continues Henderson. "And the value they offer to our agency and our client is tremendous. Circle Graphics is truly a great asset to our business."