

The Road to Approval

Teresa McQueen – MERVYNS
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TECHNOLOGY AS A STRATEGIC TOOL

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Mervyn's
Hayward, CA

History of Mervyns



- Mid-range department store founded in 1949 in the San Francisco Bay Area
- Now operates 189 stores in 10 states
- Average 50,000 ft²
- First to offer revolving credit and to advertise in newspapers.
- Approx. 28,000 employees

QC Responsibilities

- Review and mark color on images used for marketing print projects: tabloid and collateral.
- Color approval is done using conventional hard proofs as well as virtual or soft proofs.
- Internal clients include Art Directors, Project Supervisors, Buyers and Planners.

Milestones

- Mervyns was beta site for development of soft-proofing for contract approvals in late 2001.
- Installed on-line color proofing system in color view room in March 2002.
- Mervyns converted to 100% digital photography in March 2003.

Sample Tab Cover

- Sunday tab (circular) ranges from 2 – 48 pages.
- 8 – 16 images per inside page.
- Images are often picked up and reused for collateral projects and used at larger sizes.

SUNDAY-TUESDAY BONUS BUYS SEE PAGES 2-5

m
mervyns

OPEN
8AM-11PM
SUNDAY
TUESDAY

**BILLION
DOLLAR
HOLIDAY
GIFT
SALE**

40-50% OFF
ENTIRE STOCK SWEATERS FOR THE FAMILY

my wish. *my* mervyns.

A.B.C.P.

The image shows a sample tab cover for Mervyn's. At the top, a red banner reads "SUNDAY-TUESDAY BONUS BUYS SEE PAGES 2-5". Below this is the Mervyn's logo, a large photo of a smiling woman in a white sweater with her arms outstretched, and the text "BILLION DOLLAR HOLIDAY GIFT SALE". To the left of the woman, it says "OPEN 8AM-11PM SUNDAY TUESDAY". Below the main photo, it says "40-50% OFF ENTIRE STOCK SWEATERS FOR THE FAMILY". At the bottom, there are four small photos of people wearing white sweaters. The footer has the slogan "my wish. my mervyns." and a small "A.B.C.P." logo on the right.

Sample Tab Cover



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mervyns

**7AM TILL MIDNIGHT
WEDNESDAY ONLY**

**50% OFF
EVERYTHING
IN THIS AD**

**ALL FLEECE FOR
THE FAMILY**

Excludes branded activewear & Columbia®

**STOREWIDE
CLEARANCE**

70% OFF ORIGINAL

**WHEN YOU TAKE AN EXTRA 40% OFF
ALREADY REDUCED PRICES**

While supplies last. Excludes clearance, special orders and all other items. See store for details. ©2013 Mervyn's. All rights reserved.