



Neiman Marcus

Overview

This Dallas retail institution, established in 1907, was entering a new realm of moving merchandise and needed a brand creation that set it apart from the well-known store, yet identify it as being an extension of the famous name.

Solution

Propel Group established the brand "Last Call Clearance Center Neiman Marcus" and a branding standards guide to enable this new entity to incorporate uniform graphics and personality to all of its marketing collateral and advertising campaigns.

Impact

"Last Call" has experienced rapid, steady growth throughout the U.S. and continues to use the advertising guidance Propel offered them.

