



# miles case study

## Miles' Wide-Format Team Helps the Hoosier Lottery Celebrate Winners

WE are a Full-Service Print and Brand Communications Company.

From creative services and strategy, to print, signage, digital output, warehousing and fulfillment, mailing, e-commerce storefronts, and even mobile solutions, Miles is dedicated to better telling our client's story, so they can keep writing it.



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## CLIENT AND CONTACT:

Hoosier Lottery; Studio Manager

## CLIENT CHALLENGE:

The Lottery has a room where they present winners with their winnings. The room was not branded and they wanted to make it something special for their winners, as well as more suited for photo opportunities.

## THE SOLUTION:

The Miles team met with the Lottery, looked over the room and came up with several design suggestions. The room was rather small, so graphics not only had to impact, but not be too overwhelming.

The Miles solution was to design, create, and install a wall wrap that included snap frames so the client could easily update the room with current games and messaging.

## CLIENT TESTIMONIAL:

*“Hi Mike and Andy,  
The room and graphics look fantastic! Your installation team did a great job.”*



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