



GIVING A FRESH LOOK
TO MARS' 100+ YEAR HISTORY

PROBLEM

When Mars, Inc. decided to open a brand-new office building in Northwest Arkansas in 2017, it had a key goal in mind.

It wanted to transform the 33,000-square-foot space into a fresh and modern facility for customers and associates to feel welcomed and inspired.

Yet, it also wanted to strike the right balance between the contemporary aesthetic and long-standing vision and history of its brands.



The Mars team created the story and themes and leveraged the print and marketing experts at Magna IV to make their vision come to life.

Magna IV partnered with the Mars team working hand-in-hand to ensure optimal quality.





The Mars team decided to create different “themed” conference rooms to showcase key brands like M&M’S®, STARBURST®, UNCLE BEN’S® and PEDIGREE® to give both customers and associates the full Mars Inc. experience. The Mars team’s vision was to have consisted design principles and materials to provide continuity across the different brands.

DETAILS

The Mars team wanted to highlight all of the brands they sell in their field office in their lobby with custom-made hexagonal plates. Magna IV team worked to ensure the scale and installation was efficient and flexible to future demands.



SOLUTION

The Mars team designed many of the rooms in low resolution and relied on the graphic designers at the Magna IV team to redesign each graphic for optimal quality. To accomplish this, Magna IV printed and installed brightly colored, oversized vinyl wall graphics of each Mars product brands with its large format equipment in gathering spaces throughout the building.

It then produced frosted vinyl graphics, which were installed on the outer glass walls of each space to maintain the building's open feel.



RESULT

Magna IV continued the building's branding with a cut contour graphic with Mars' "The Five Principles" and full-scale "heritage wall," which traced company's lineage and more than 100-year history.



TO LEARN MORE ABOUT HOW
WE CAN HELP YOU

Call us at 800-946-2462
Or email Steven Schilling at steven@magna4.net