

TBM | CASE STUDY

CAS Interiors

WON A COMPETITIVE RFP BID AGAINST
INDUSTRY LEADERS FOR THE NEW
PEPSICO CANADIAN HEAD OFFICE



OVERVIEW

About CAS Interiors

CAS Interiors is a full service construction management and general contracting firm specializing in commercial leasehold tenant improvements in the Greater Toronto Area.

CAS Interiors partners with Owners, Architects, Designers, Sub-Contractors and Engineering consultants throughout all phases of the design development, building processes, and all Construction stages.

CAS Interiors provide a variety of services including:

- Construction Management
- Pre-construction Services
- General Contracting
- Design Assist services
- Interior office Renovations
- Design Build services
- Estimating/Budgeting
- Occupied space construction
- Sustainable Construction
- Commercial Leasehold Improvements

CHALLENGES

Win A RFP Bid Against Tough Industry Leading Competition

CAS Interiors had an existing previous relationship with PepsiCo. However, PepsiCo still issued a request for proposal and invited the major players to the bid.

They needed to win a tough bid within 17 days against competition much larger than they were.

SOLUTION

Custom Storybook For Business & Video Production

CAS Interiors needed to stand out against the industry leaders. Our way of making them standing out was to add a proposal supplement to their bid.

We expedited 6 full custom videos highlighting who CAS was, the existing relationship, commitment to service, case studies, and technology all within an interactive storytelling experience with our Storybook For Business.

For an effective delivery by the deadline in 17 days, we created a detailed storyboard which streamlined development of this complicated and urgent project.

RESULTS

Won RFP Bid Against Industry Leaders For PepsiCo

STORYBOOK FOR BUSINESS

Click the image to view
the Storybook For Business

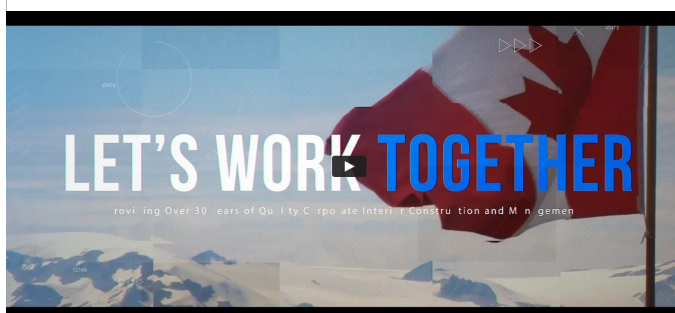
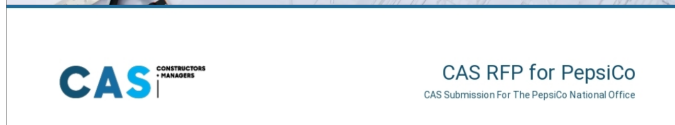


17 days expedited project

6 custom videos delivered

1 major bid won

The Storybook allowed for CAS Interiors to display their technology in video, introduce the team in video, display case studies in carousel style, and display the KPIs of their brand in video and carousel.



CAS Whatever It Takes

Bringing Creative Visions To Life.

Our mission at CAS is more than just managing timelines and budgets. It's about taking our clients' vision, applying our own distinct construction creativity and making it a physical reality.

