CASE STUDY

Sheetz Cuts Creative Requests by 98% with Lytho

Repetitive Requests Overwhelmed the In-House Team

Sheetz operates over 670 convenience stores and supports more than 200 internal stakeholders. But their 25-person creative team was overwhelmed by repetitive, low-value requests—logos, store signage, social graphics—that flooded in through emails and ad hoc forms.

The team had little visibility into incoming demand or effort required. Prioritization was nearly impossible, and creative bandwidth was constantly strained.

Self-Service Access and Automated Intake Eliminated the Bottleneck

By implementing Lytho's self-service Brand Center, Sheetz gave stakeholders instant access to their most requested assets. The team built a structured intake process with standardized request templates, level-of-effort fields, and workload visibility.

Within just 30 days, creative requests dropped by 98%. The creative team used real-time dashboards to balance assignments, and all final assets were published into the DAM for easy reuse.

Results: 98% Fewer Requests, 100% More Focus

- Reduced request volume by 98% in 30 days
- Enabled 200+ stakeholders to self-serve logos, signage, and assets
- Standardized request intake and prioritized by effort
- Freed creatives to focus on strategic brand and campaign work

> *"By making the most requested assets more accessible, we saw a reduction of 98% of those requests immediately. And by immediately, I mean within 30 days."*

Lauren Gerard
Brand Design Project Manager, Sheetz