

double impact displays

Case Study

Client: Optus

Brief: To create a way of incorporating the elephant graphic into the retail stores without taking up limited and valuable retail floor space.

Challenge:

- Additional elements to emphasise the 'RELAX' theme and bring some summer fun were required;
- Finding a Christmas tree with a difference was integral;
- Props needed to be self-standing;
- All of the above elements had to be installed nationally, on time and within budget.

Solution:

- We decided to take the display from the ground to the air, suspending the key prop elements to form a focal point in the store;
- We included a self-standing elephant relaxing in a spa bath that had a 3D front pouch into which we added shredded plastic to represent bubbles in the shop window and surrounded to emphasise the 'day spa' feel;
- The Christmas tree was perhaps the most ingenious element. Manufactured in-house we created a tree in two sections that was lightweight, easy and cost- effective to ship and simply slotted together.

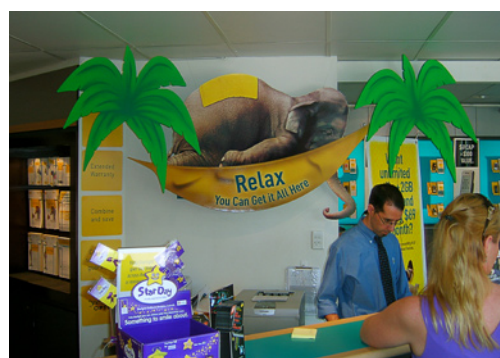
Timeline: From creation to installation, the entire project was completed in six weeks.

Result: All components of the 'RELAX' rollout were distributed from our Sydney warehouse to our team of national visual merchandisers. Our VM team then completed an installation into the retail stores including floor and lightbox graphics. They photographed each location and provided a comprehensive digital post-run and photo report to our client, Optus, who were thrilled with the result.

Testimonial:

"We approached DID at the very last minute for a major campaign to pull through a really strong in-store retail theatre execution. With limited time, DID gladly accepted the challenge. Within a few weeks we had a well executed in-store retail campaign. So successful was the in-store execution, the elements remained posted in our head office for a year and were loved by all, including the senior leadership team and sales right through to store staff. It was professionally executed with no hiccups and within budget. Well done to a great team."

William Beukes - Retail Marketing Manager - Optus



CREATIVE

PASSIONATE

INNOVATIVE

COMMITTED