

double impact displays

Case Study

Client: Nintendo

Brief: To create displays for all JB Hi Fi windows nationally for the release of the new Super Mario Brothers game.

Challenge:

- The budget was very tight;
- We had to create a layout that engaged the retailer with a standout contrasting title;
- All elements had to be kept lightweight for easy installation;
- Access to stores had to be arranged with the retailers as well as an agreement to have all displays installed outside of normal trading hours.

Solution:

- Double Impact Displays created a simple yet effective display on time and on budget;
- We manufactured all the required signage, sourced all additional props and created a layout for all visual merchandisers to follow to ensure national uniformity.

Timeline: After shipping POS to our visual merchandisers nationally, we adhered to a four-day installation schedule.

Result: Styrene title signs and cardboard cutouts gave the displays standout appeal, drawing the shopper's attention in a busy retail environment.

Testimonial:

"The JB Hi Fi Group have evolved with Double Impact in the way we tackle our window and in-store presentations. This has been achieved by great and constant communications with Jen and her team. They are always open to new ideas and finding a way of dealing with any situation that may arise."

Maryann Hulbert – National Merchandising Coordinator

JB Hi Fi Group/Clive Anthony's Pty Ltd



CREATIVE

PASSIONATE

INNOVATIVE

COMMITTED