

Client: M&H - PC Mobile

Project Description M&H awarded Lowe-Martin with the new PC Mobile launch project which required full service support to effectively showcase the new SIM cards product in retail stores.

Together with M&H, our team participated in the very first stages of this project by visiting the stores and checking the fitting of multiple mockups on various fixtures. We went through a few rounds of tweaking sizes, versions and methods of affixing the graphics. After final approval, LM manufactured multiple displays, organized kitting per location and most importantly, coordinated installation in almost 900 stores across Canada.

Manufacturing: print, die cut to shape, finishing with velcro

Kitting: 898 different kits that included: manufactured product, detailed instruction sheet and store information

Installation: full scope of the store - location of the correct fixture, application, email with photo and notes

Challenge

Our biggest challenge was completion of close to 900 installs across Canada within a 3 week time frame. Working closely with M&H and 2 installation teams we were able to meet this deadline.

Creative

