

THE ADONIS CATWALK

Design of a Point of Purchase Display

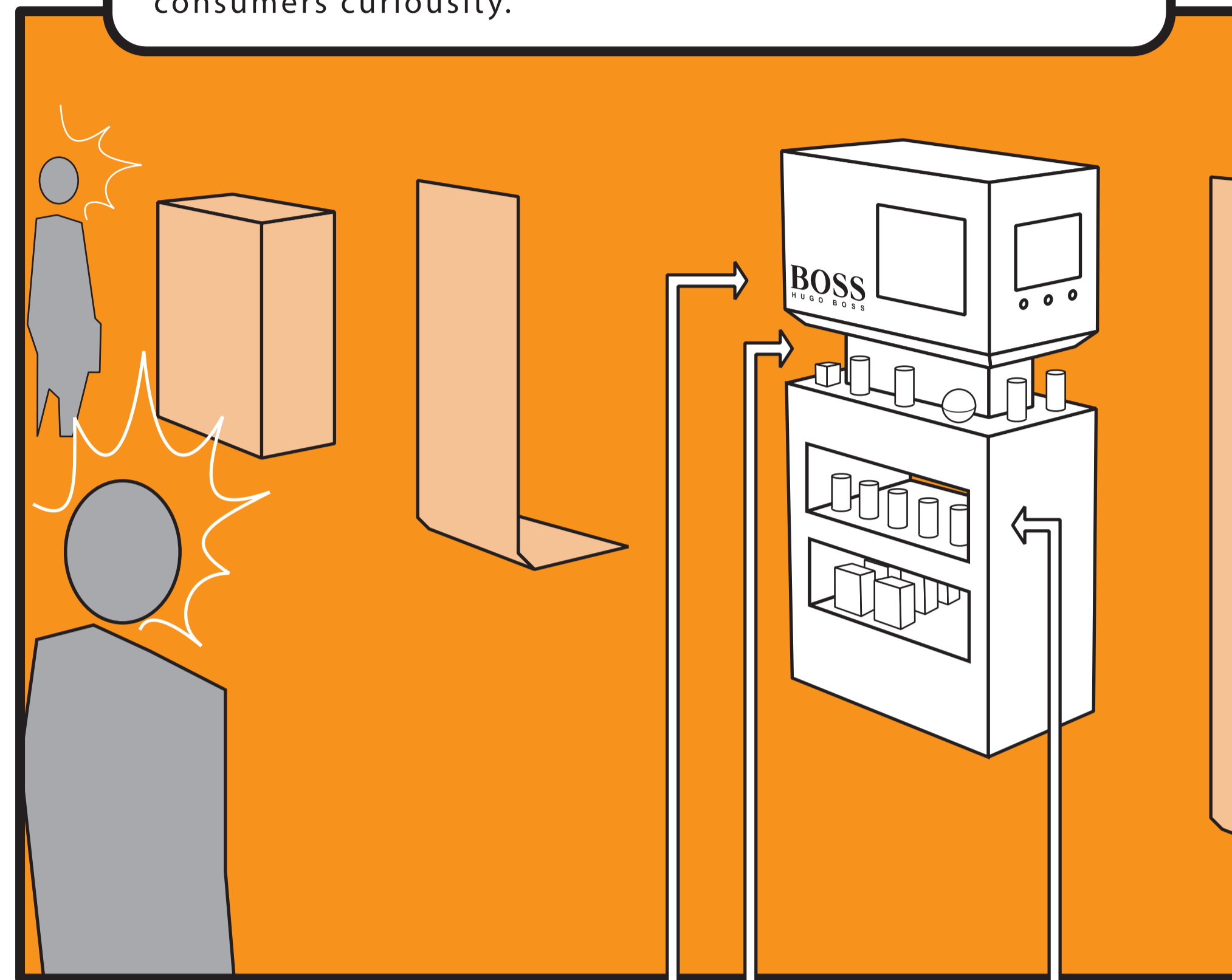
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CONSUMER

DRAW ATTENTION. The colour contrast and distinctive overall shape of the display will make it stand out in the store. Movement and clips on the screens will trigger the consumers curiosity.



The brand logo is visible from all angles. Together with colours, shape and graphics the brand and brand image is clearly communicated.

The moving products catch the eye and interest of the consumer.

A warm glow in contrast with the stark black colour invites you to approach.

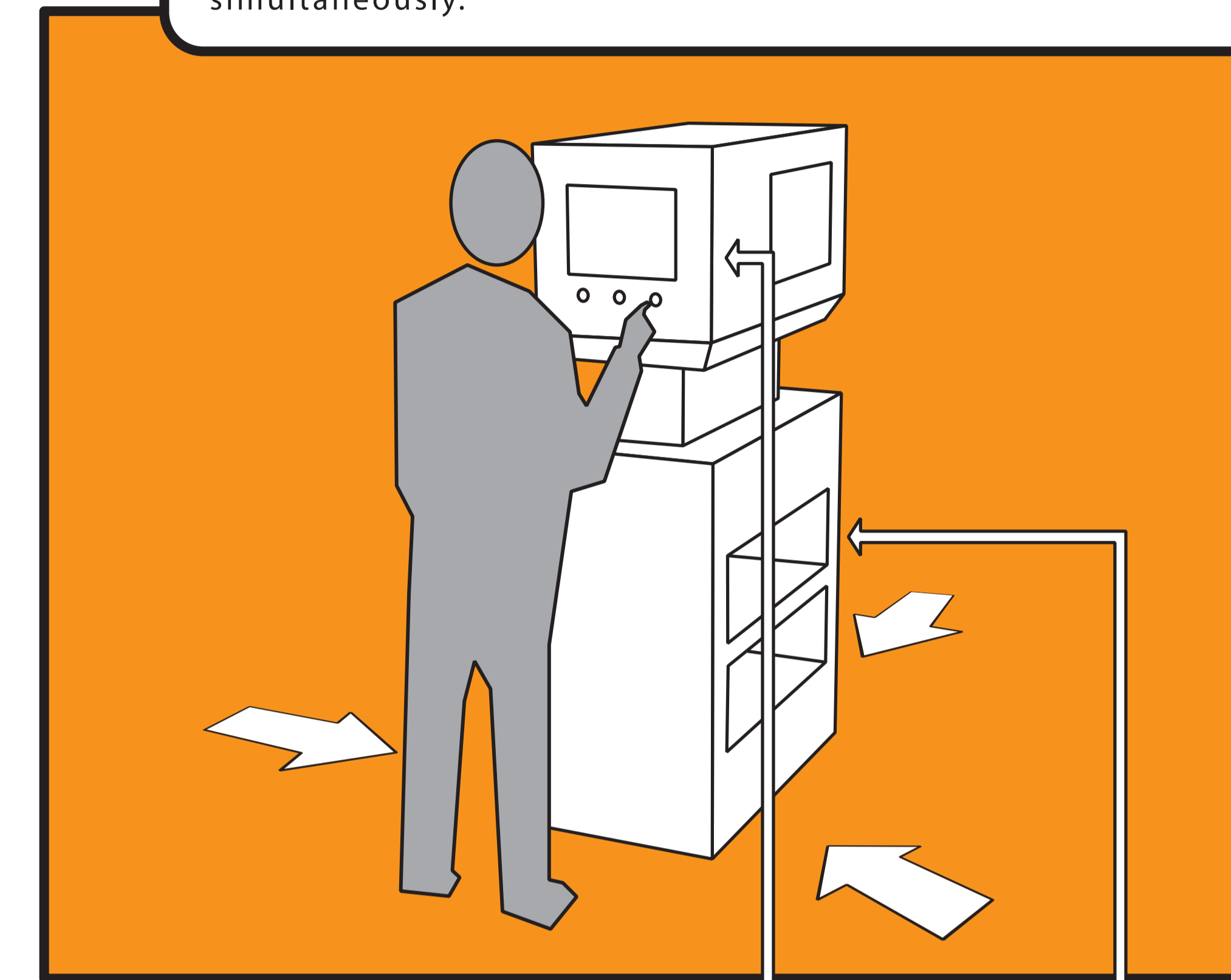
ERGONOMICS. When approaching the display the screens are comfortably located at eye level. Products on the belt are accessible from all sides.



The belt is located at a comfortable height to pick up and test the products. Even when standing close looking at the screens you can see them pass by.

Eye level screens make you stop instead of walking by.

INTERACTION. On the short sides the consumer can interact more actively with the display. The side provides some privacy while other consumers can interact with the unit from all other directions simultaneously.

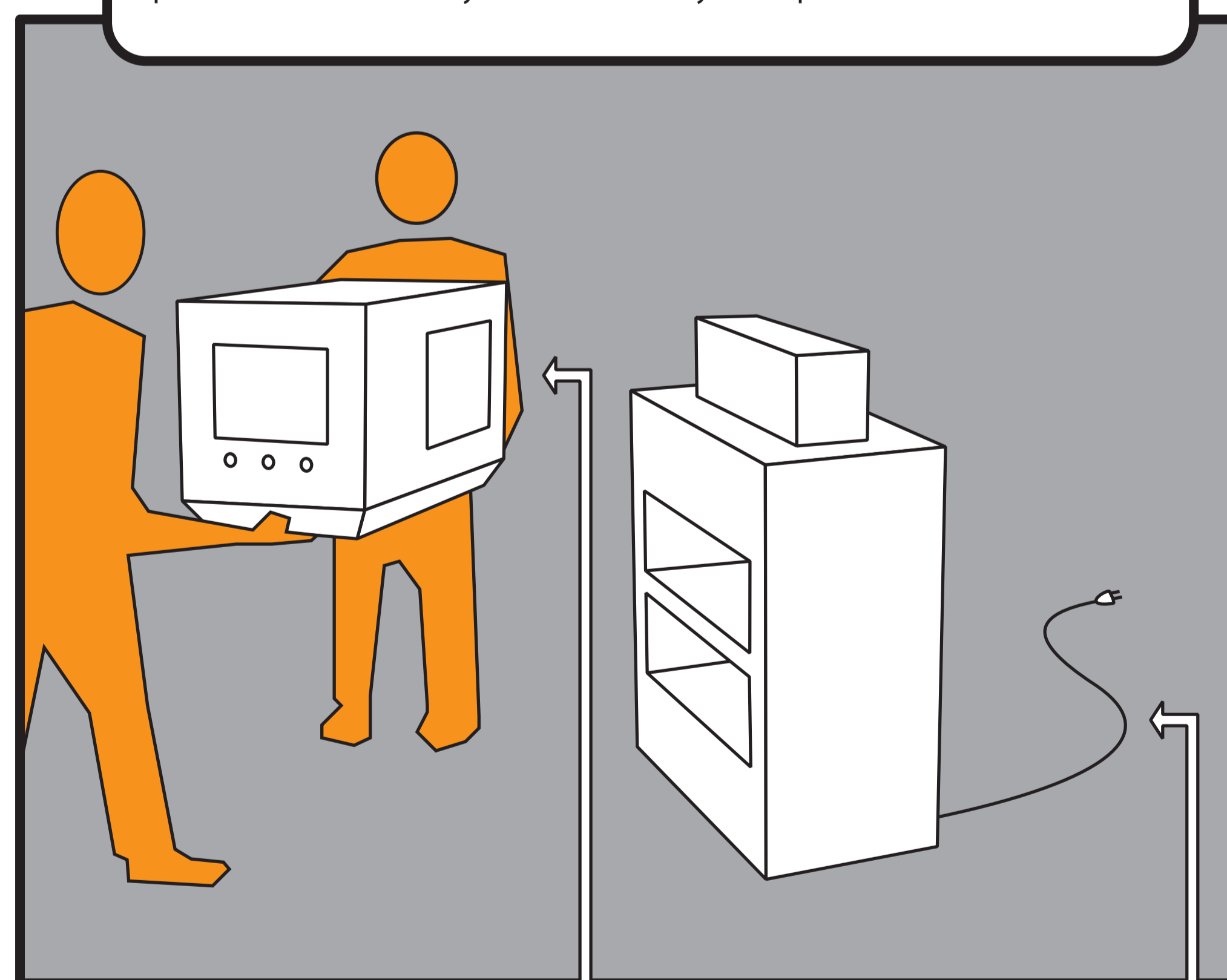


On the interactive screens the user can find product information and do a short quiz to get a personal purchase recommendation.

Packaged products ready for the cashier are stored in the lower shelves

RETAILER

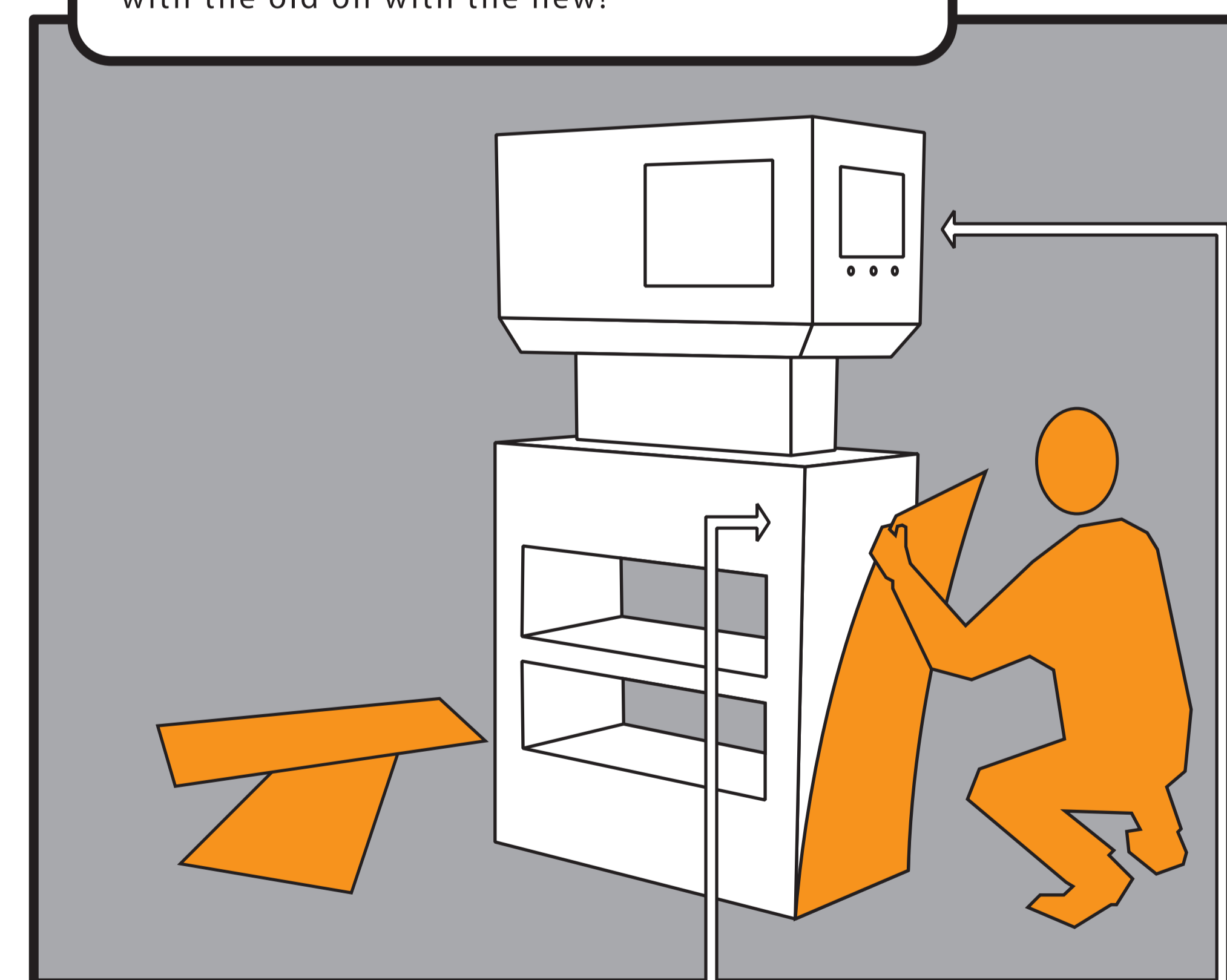
ASSEMBLY. The construction is light and made in three parts that are easily assembled by two persons in the store.



The display requires a regular 230V power input.

After connecting the wires, the screens, belt and lights are ready to use.

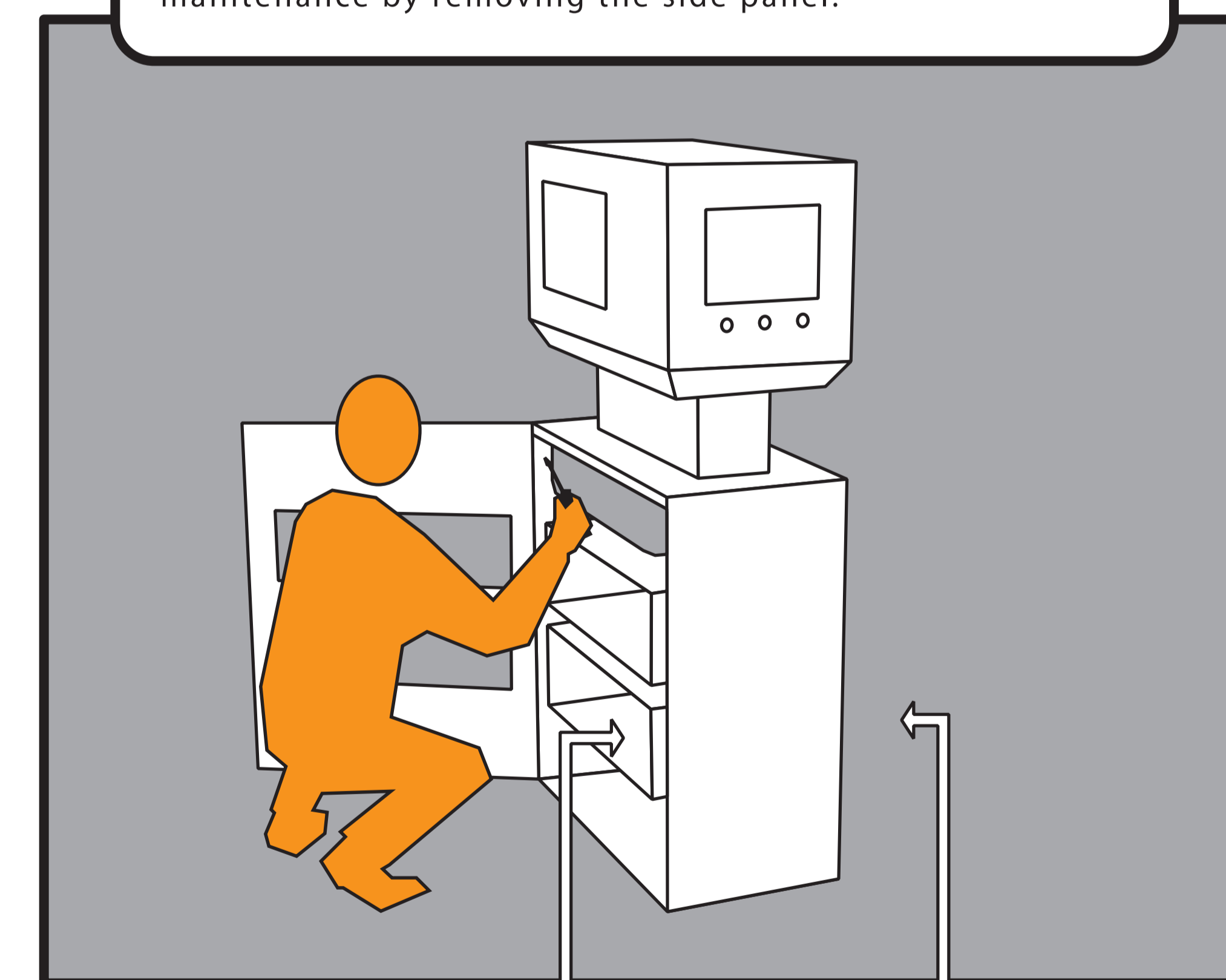
NEW CAMPAIGN. Changing season, changing style. With interchangeable marketing, just off with the old on with the new!



New surface graphics can easily be applied using for instance self adhesive vinyl.

New softwares for the screens can easily be uploaded to the unit.

MAINTENANCE. Access electronics and machinery for maintenance by removing the side panel.



Product refilling is done easy from both sides.

Kesslers International Ltd



TU Delft



CITY