

NEC Display Solutions Client Installation **DooH**

VOLVIC® JUICED

CONNECTING WITH CUSTOMERS THROUGH INTERACTIVE GAMING

Seeking new ways to connect with their customers, retail brands are using new on- and off-line techniques to interact and engage on a wider scale. For the launch of their new 'Juiced' range, Volvic recently ran a campaign that saw them install a giant interactive billboard game based in one of the UK's most prestigious shopping malls, all in support of a wider strategy that included a TV ad, a UK wide tasting tour and a Facebook competition.



The billboard, which featured at Bluewater Shopping Centre in May 2013 for two weeks, encouraged shoppers to squash as many falling apples as they can on a giant touchscreen. Each on-screen apple they touched filled a virtual bottle of Volvic Juiced, with all players being rewarded with a refreshing bottle of the juicy water drink handed to them by brand ambassadors. Lucky players were also selected at random to win even bigger prizes.

THE CHALLENGE

Volvic partnered with Out-of-Home media owner, Limited Space, for the launch of their new Juiced range to design and install the interactive touchscreen.

Romain Greze, Sales Director at Limited Space said: "Limited Space remains committed to investing in the latest digital OOH technology to ensure our products are both cutting edge and effective. As part of this investment we have installed Hummingbird, the latest development in infrared touch and

gesture based interaction. Hummingbird is a laser scanner that creates an infrared film in front of the screen that once broken allows us to create full multi-touch capabilities across the entire 165" screen without detracting from the 4K (Ultra HD) picture quality. When combined with zonal sound, transparent LCD reveal screen and the creativity of the Volvic campaign, this is the perfect showcase to demonstrate this technology".

The experiential game was created by Kinetic Fuel, Frank PR and Grand Visual, with creative direction from Y&R.

THE SOLUTION

Limited Space utilised NEC display technology in the creation of the interactive game using the MultiSync® X551UN 55" ultra-narrow videowall display in a 3x3 configuration. With just 5.7mm content to content between each screen and high-definition resolution, the NEC UN modules create a compelling videowall experience. With direct LED backlight technology, the

displays deliver outstanding uniformity across the entire image supporting the perception of a virtually bezel-less videowall.

Adam Shoemark, Account Director at Kinetic Fuel said: "This campaign was carefully planned to maximise fun and energy, to attract and connect with the younger target audience. An interactive game is perfect for this and demonstrates the versatility of the format."

THE RESULT

The game proved to be extremely popular, entertaining thousands of shoppers and allowing them to get hands on with the Volvic brand. Over the



two week period there were more than 6,000 game plays, whilst more than 8,800 members of the public stopped to sample the drink.

Jon Marchant, Volvic Senior Brand Manager said: "This summer we wanted to give consumers a way to connect with Volvic Juiced in a new way, both on and offline. So as well as taking a specially designed fruit cart around the country to share Volvic Juiced, we decided to take the drink into the gaming world, both on Facebook and for Bluewater shoppers."



INSTALLATION INFORMATION

SITE INFORMATION

SECTOR

DooH

CLIENT LOCATION INFORMATION

Danone Waters (UK & Ireland) Ltd is the parent company of Volvic Juiced

www.volvic.co.uk

INSTALLATION DATE

May 2013

INTEGRATION PARTNER

Limited Space

www.limited-space.com

EQUIPMENT AND BENEFITS

NEC MultiSync® X551UN 55" LED backlit videowall displays. Ultra narrow, virtually bezel-less displays creating a compelling videowall experience

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