

# Experienced project management. Trusted logistics.

Designed, delivered, installed



**Activision was looking for a permanent instore display to promote new characters within the Skylander franchise. They approached DisplayMode to design, manufacture and install a small counter-sized unit that would hang from a slatwall in GAME stores throughout mainland UK.**

The target audience was young children, so the design needed to include key characters and a looping video.

The sizing of the unit was important, it needed to display six characters, an 'egg timer' and a portal. It was to be hung from the gondola end or sides so the unit needed to be as shallow as possible, not exceeding 200mm, and the overall width was dictated by the 10" screen. To show the characters but prevent them being removed by customers, a lockable acrylic lid encased the base area.

The design was to be updated occasionally to reveal new characters when they were launched, so the characters, graphics and video content had to be accessed easily by store staff. With so many requirements, DisplayMode's designers had to be creative to ensure an appealing display for children whilst also ensuring a functional design.

Added to this, it was important that once in position the store didn't have to turn off the unit each night but it automatically came on and off with the main electricity switch. This meant that all GAME stores needed to confirm a location for the display with the ability to reach a plug socket.

“ Activision trusted the experience and professionalism of DisplayMode to create a display unit that would be fit for purpose, cost effective and deliverable. ”

## About the Client

Activision is a leading worldwide developer, publisher and distributor of interactive entertainment and leisure products for various consoles, handheld platforms and the PC. For more than 30 years, Activision has been changing the way people play. In the process, they have built a large portfolio of recognised brands and today is one of the most valuable interactive entertainment companies in the world.



## Challenge

- **Tight deadlines**—DisplayMode needed to work quickly to ensure the design, manufacture and installation of the units to hit Activision’s launch deadline.
- **Restricted delivery and installation**—DisplayMode had to liaise directly with GAME stores to ensure delivery and installations were made to sites to suit their opening times and disruption in-store was kept to a minimum.
- **Security**—Characters needed to be held securely in place but be changeable in the future. The lid needed to provide security, yet also allow store staff to remove it easily to replace characters.



## Solutions

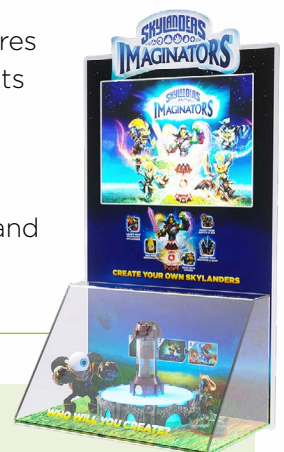


- **Slick logistics**—Logistics worked hard to tie in deliveries and installations across all stores around mainland UK. Disruption in the store was minimal, with delivery and installation only taking place in accordance with the stores’ opening hours.
- **Design solutions**—Characters were magnetised from their base so they didn’t fall over or move during transit. In addition, a lockable acrylic lid was slotted into the rear metal frame so that access to the characters was not possible by customers, preventing possible breakage or removal.

## Results



- All deliveries were met on time and to budget. Logistics had worked closely with each shop to ensure deliveries would be made at a suitable time for the individual store.
- Due to the work undertaken with stores in the early stages of planning, all units were installed in a suitable location without disruption. The design of the units ensured that displays were delivered as a plug and play option, and there were no delays in installation.



## Conclusion/Result/Benefit

By coming together as a team, DisplayMode was able to design, manufacture and install the units to all stores, on time and on budget. The tight deadline combined with a strict design criteria, plus the necessary liaison with the stores, required an experienced project team capable of working quickly on individual tasks while keeping the coordinated momentum of the project moving through to launch.

**DISPLAYMODE**<sup>®</sup>

Call **DisplayMode** today on **+44 (0) 1536 460805** or email **contact@displaymode.co.uk** to learn more.

