



CASE STUDY TWO

CLIENT

Virgin Mobile & Best Buy Co.

CHALLENGE

Virgin Mobile, in partnership with Best Buy, had an ambitious goal. They aimed to place fixtures in Best Buy and Musicland/Sam Goody stores nationwide that would attract and educate a younger audience with the "Pay-As-You-Go" campaign. Fixtures not only needed to self-describe the benefits of using Virgin Mobile, they also needed to directly sell pre-packaged phones.

Phones demanded high visibility without the threat of theft. Fixtures needed to be able to hold literature and educate with changeable graphics.

SOLUTIONS

Acrylic Design Associates partnered with Best Buy and a metal fabricator to create a fixture that met every requisite proposed.

We highlighted "Pay-As-You-Go" text at the top of the display, using white copy on red styrene. Virgin Mobile's logo was featured in an eye-catching, 3-D style. This was achieved by second surface screening on 3/8" clear acrylic, and drape forming to follow radius of the fixture's header. All graphic areas were designed to be changeable as new advertising campaigns arose.

The "Take One" literature pockets and horizontal wire bars for hanging pre-packaged phones were incorporated into the fixture's design. While acting as functional components, they added decorative flair.

The threat of theft and phone damage was eliminated by designing and producing clear vacuum-formed acrylic covers that fit securely over each phone.

ACRYLIC DESIGN ASSOCIATES



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RESULTS

The Best Buy fixture rollout consisted of 600+ units for stores in the U.S. and Canada. Virgin Mobile has seen rapid sales growth within the desired age demographics, and both parties are pleased with the absence of theft and vandalism. Phones are highly visible, yet entirely secure. Reliance on sales staff for information has decreased, due to available educational materials and self-serving design.

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