



2021 WPP TALENT AWARD Brief 1

Re-imagining the Tech Products' store experience, thanks immersive technologies.

The context

The line between offline and online retail is slowly disappearing and physical retail environments are less about transactions and more about the opportunity to live the brand and their products, especially those complex ones, in terms of features and performances to be known and explored, like technological products.

Specialized retailers have the opportunity to engage physically people visiting their stores through a rich, immersive and inspirational experience, enabled by the most innovative technologies with the aim to increase the sales and favour the customers returning. On the other side, brands can inform, educate and make people imagine the product proof, increasing sales, brand awareness and differentiation from the competitors.

The problems to solve

1. Brand's difficulty to emerge and differentiate itself in a multi-brand exhibition space
2. Inability of Tech Companies to transfer their innovative DNA, if the shopping experience resembles that of products in other categories
3. Wasted opportunity to enrich the potential buyer's store visit through something that can happen only mixing physical and digital reality
4. Loss of sales for the brand and, at the same time, reduction of relevance towards the retailer, commercial partner of the brand.

The request

Conception of a physical and engaging shopping experience (shop-in shop) in specialized stores designed for technological products. The experience will have to be enriched by a digital layer able to transfer informative, educational and emotional content enabled by VR /AR or other innovative technologies. The aim of the idea and the consequent activation is to make the brand unforgettable and make people experience the most distinctive benefits and features of the chosen product, increasing the conversion in store.

The objective

To create a retailer experience so engaging that people would do it even without any interest of the product (but would learn a lot by experiencing it)

Reference

The idea can be referred to Google's product lineup: Nest, Pixel, Stadia, Fitbit, Chromebook.

Deliverables

Board one page, no video / audio files