

in2events



TOSHIBA

Campaign / POS Units for New Look Megastores
Location / DSGi Merchandise Centre

BRIEF

Toshiba Information Systems, a world leader in high technology, and DSGi, Europe's leading specialist in electrical retailing groups, contacted In 2 Events to design and build a series of new multimedia stations to display Toshiba products in a new chain of Curry's megastores.

Toshiba wanted to use the units to display their new range of LCD televisions and DVD players; their

products lead the way in technology innovation so it was vital the units would reflect the high quality products on offer.

The units needed to have a space where product information could be displayed, they also had to comply with all of Toshiba's brand guidelines and be suitable to install at any new of the Curry's megastores.

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SOLUTION

The design team at In 2 Events came up with several options to present to Toshiba and DSGi. After a few amends the final design was agreed; the unit was practical in terms of budget and installation without compromise on style and design.

We decided to use backlit red acrylic to accentuate the pronounced middle section of the unit, this would create a gentle red glow across the side panels. We also used this approach with the Toshiba logo on the front of the unit; there would be several competitors displaying their products so it was vital the logo was instantly recognisable and attracted customers to the unit.

The units were built onsite at In 2 Events, allowing for daily client updates on the build progress plus ensuring the final product was delivered on time and to budget.

Before the stand could be rolled out at any of the new Curry's megastores it needed to be installed within the DSGi merchandise centre so the units could be approved. The feedback was extremely positive and the organisation and efficiency of In 2 Events was commented on...another good job by the In 2 Events team.



"We needed to rollout a number of quality retail display units within a very short lead time, we came to In 2 Events for a solution. They were able to produce a variety of strong options very quickly which reinforced the trust we had in them to complete the project successfully."

Feedback from DSGi on the displays has been very positive and we look forward to rolling this out to a larger number of stores."

Consumer Marketing Executive
Toshiba



In 2 Events have teamed up with OxTreeGen to plant trees in the UK to mitigate the effect of all our activities, and to create In 2 The Woods – our very own woodland.

We are funding 50% of the cost of making your event carbon neutral, and ask for you to do the same.

in2thewoods
making the environment our business

CORPORATE EVENTS MANAGEMENT

All exhibition and event services offered are unique, like every one of our dedicated team members, ensuring that you have a personal and bespoke approach to your event requirement. Organising an event or conference can be a time consuming and stressful process. So why not let In 2 Events take the pressure for you?

Whether you're planning an award show, product launch, team building event or exhibition, In 2 Events can provide everything you need to run a successful event – from conception and design to staffing, logistics, equipment hire and installation.

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