

Rocket Creative boosts Philips in-store retail visibility

Issued by [Rocket Creative Design & Display](#)

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The Rocket Creative team was recently entrusted by Philips Consumer Lifestyle South Africa to uplift the company's in-store product exposure and enhance their brand presence via aesthetically fresh FSU's.



Philips Personal Grooming FSU (ROCKET CREATIVE)
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The initial project involved the Personal Grooming product range and in response to specific requirements the Rocket Creative team generated their original design and prototype in record time, which further evolved to the final format now being placed in stores nationwide.

Richard Nilson, Rocket Creative MD and head designer, elaborates, "Our design brief from Philips was an intricate one comprising many key requirements. These included the physical product display with electronic security systems, digital audiovisual presentation screens, internal LED lighting, replaceable graphics and secure, lockable internal product storage. Ensuring that all of these deliverables were properly met was a challenging task but one that we overcame with functional creativity, design logic, and by clearly identifying the demands placed on display units in-store. With a feature of the stands being that they are mobile, the intention is that they have the capability to be strategically placed in-store to maximise sales in different store hotspots and via related product sales and promotions. The units also double up as a support element to in-store activation activity on weekends where promoters utilise the internal storage for equipment and then demo the product off the stand to maximise consumer engagement and product education at the point of purchase."

The innovative stands are currently being installed at a cross-section of retail outlets around the country. The units have already delivered the increased sales growth within the stores that they have been placed, completely validating their investment by generating the intended return, as well as cementing the

Philips brand as an industry and category leader in their respective fields.

Rocket Creative is delighted to be working with Philips Consumer Lifestyle and are already using their expertise to generate a myriad of additional elements to enhance the Philips brand in the retail space in 2014.

Further expertise, advice or assistance is available directly from the Rocket Creative team at info@rocketcreative.co.za, or by calling the sales team at 011 262 4698.

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Rocket Creative Design & Display



Rocket Creative Design & Display offer innovative, trend setting and anti-norm visual display products. These are conceived and originated by fusing our functional ingenuity, creativity and inventive spirit with our own very individual approach to fabrication whilst following our ' Innovation, Simplified ' creative ethos.

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