



Case Study

Characters at a point-of-sale

Client



Leading global mobile communication operator

Product

Interactive experience kiosks in retail stores

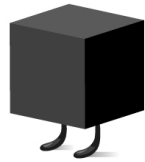
Challenge

We were asked to create a unique interactive activity whose target was to both enrich the customer in-store experience as well as to showcase the company's full range of advanced content in a fun and simple way.

Idea

We created a custom made kiosk equipped with 4 touch screens and headsets. The content was created and defined by themes such as love, games, music, sports etc. A unique character was especially designed to represent each content category and distinctive screens, interactive activities and complete worlds were built around each character.





madbox.com

נומרולוגיה

תחזית אסטרולוגית

איזידורה

מבוקי מידע SMS-ב

oboxmystic
עולם שלם של מיסטיקה

music love games mystic sport

מבוקי מידע SMS-ב

גלישה סלולרית באתרי ספורט

משחקי ספורט

ליגת האלופות

obox sport
עולם שלם של ספורט

music love games mystic sport

מחשבון התאמה זוגית

סופרים ורינגטונים מסך

גלישה סלולרית באתרי היכרויות

iniru - היכרויות

obox love
עולם שלם של אהבה

music love games mystic sport

Results

A rich visual and interactive in-store experience combining technology, design and content. A spin-off was provided by improving customer understanding of how to get more out of their mobile handset while also enjoying their time standing on line.