

Speedo.

Dynamic Digital Solutions.



Overview.

As part of the Speedo Fit campaign, designed to engage and challenge swimmers through a variety of activities, Speedo wished to utilise digital applications to better communicate campaign developments as well as attract and engage shoppers. Working with partnering agency Office Twelve, who commissioned the work, we designed several solutions for stores located in Oxford Street and Covent Garden. While Office Twelve were responsible for managing the brand, we worked closely with them to utilise existing content in order to create dynamic projects for internal and external uses.

Shop Window Video Wall.

Using 4x 50 inch screens we created a giant video wall to transform the shop window at the Covent Garden Store. For the content we devised an innovative project displaying the miles tracked by swimmers using the Speedo Fit App. Every time a swimmer recorded the amount of miles, the project would update in real time to show a live update of the total millage swam. The feature was successful at attracting passing customers and promoting the Speedo Fit App as well as the wider campaign.

3 Screen Passive Signage.

In a bid to promote a new range of Goggles and to enrich the in-store experience we designed and built a project that would play across a horizontal screen strip, made up of 3 passive video screens. Positioned just above the physical merchandise the displays show the goggles on offer and can easily be updated by shop staff with new or out-of-stock products.

Acquire Solution.

For each of the solutions created for our client, our in-house creative team were able to design content, optimised for digital screen platforms. We also used our powerful Acquire engine to manage content to ensure that the solutions provided remained easy-to-use, dynamic, and highly engaging for our clients' customers.

