

Customised point of sale solutions by Rocket Creative

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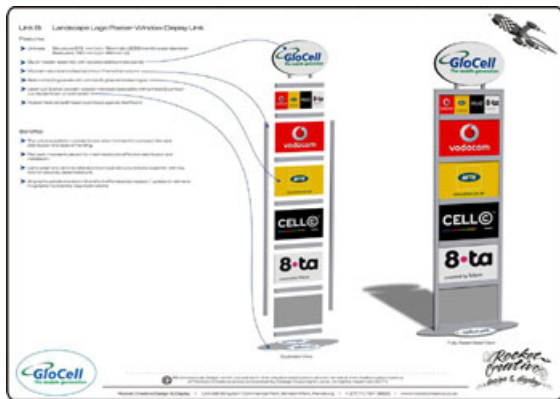
Rocket Creative was recently afforded the opportunity to tackle a pitch for a customised in-store point of sale display project undertaken by GloCell with the four major mobile networks, namely MTN, Vodacom, Cell C and 8ta. The aim of the project was two-fold; to identify and establish new retail markets whilst promoting and enhancing the GloCell brand and the respective networks in previously untapped sales environments.

Richard Nilson, MD of Rocket Creative elaborates, "The project contained a host of critical target issues and these all had to be identified, met and exceeded in order for the design solution to have any success in delivering the necessary functionality and longevity. Rocket Creatives extensive experience in design and display solutions coupled with our years of activation and installation experience allowed us to interpret the critical issues from the brief superbly. We targeted our proposal towards upmarket design to suit the clients aesthetic requirements, combined with exacting functionality, modularity, durability, ease of transport and installation, and the ease of repair in-store if damaged on site, which is an ever present concern in retail environments and which directly affects a display units lifespan."



A further critical consideration of the project was asset management once the elements were installed in order for GloCell and the networks to track their ROI for any element dispatched to new sites. The comprehensive and intensive proposal comprised a range of seven different units, each with specific functionality and operational deliverables.

Hereunder shows the process from custom design and 3D presentation to the final sample manufacture prior to approval process.



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

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