

Boost Mobile gets promotional cut through in mass market retail

Simple retail strategy helps grow youth mobile phone carrier's share of space by 155%

CLIENT:

Boost Mobile is a youth carrier on the Optus network. Boost Mobile's mass market visual merchandising field force is supplied by Sydney based CFM as part of the Optus PrePaid program.



CHALLENGES:

To produce a POS suite for two consecutive campaigns with the budget for one and achieving a consistent display standard to grow brand share of space.

SOLUTIONS:

Worked with CFM's creative team to develop the idea for a set of simple double sided POS and create a visual installation guide to assist in negotiating for space and building high impact displays in small spaces.



RESULTS:

POS was simply turned over for consecutive campaign, and visual guide assisted in the achievement of 155% share of space.

