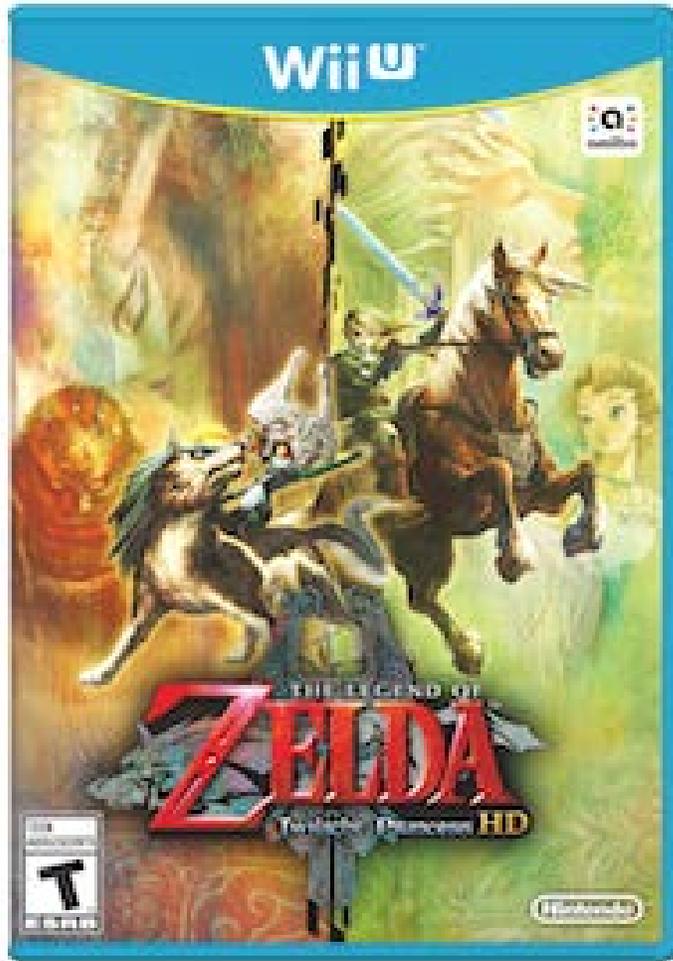


Zelda  QTR Pallet 



- Objective:

- Develop unique and effective freestanding QTR set for the new Zelda Game at BBY
- Time the launch of the display to other major media
- Using limited visual assets as provided by Nintendo Japan, develop an impactful display to excite purchase occurrence

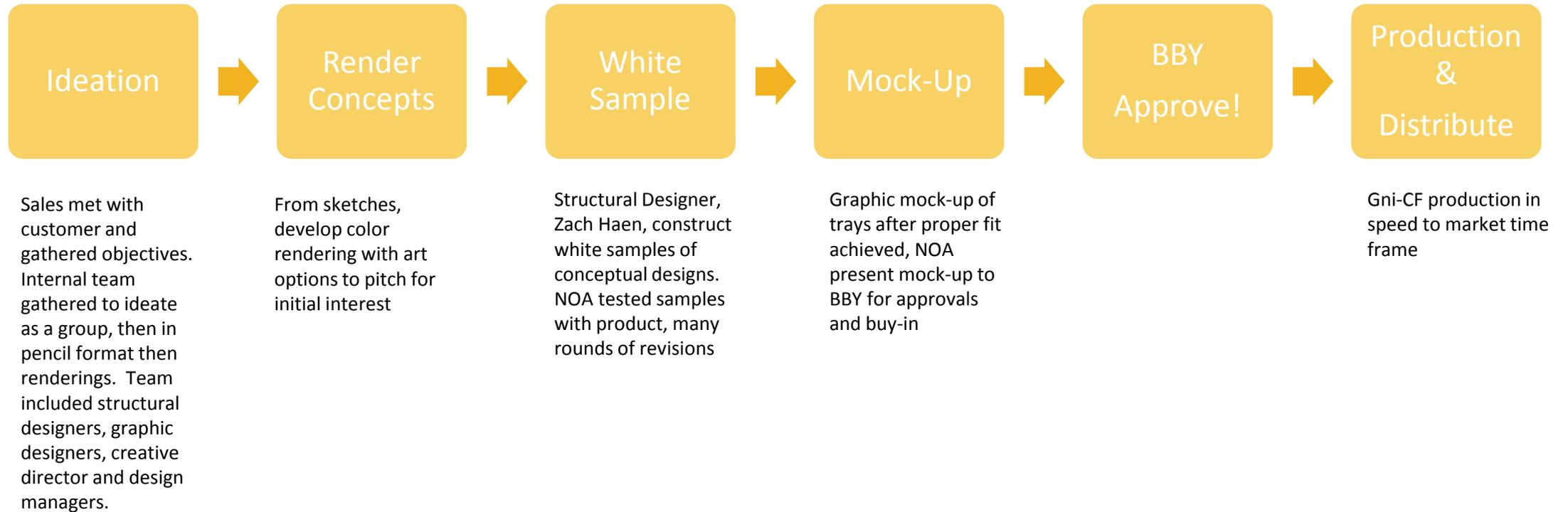
- Customer Goals:

- Present Zelda, a well known game character, in the new exciting visuals found in the game
- Excite shoppers to purchase the game to compliment their existing 3DS hardware platform
- Educate customer on key components of Zelda and the new adventures Zelda has in the new game
- Be clean, organized, communicative
- Draw attention, and entice shopper to approach the display and understand it immediately
- Develop multiple executions for NOA to present to BBY while maintaining a fundamental Zelda feel

- Challenges to overcome:

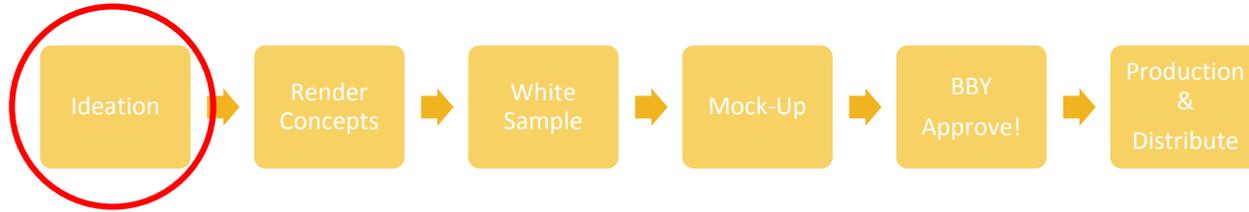
- Seek a new structure to present the products more open than past displays
- Maintaining good product visibility
- Organization of a large product variety that may change store to store
- Ensure user age group legal communication is large enough but not overwhelming on the display
- Communicate different messages on each side of the display

- Development Process

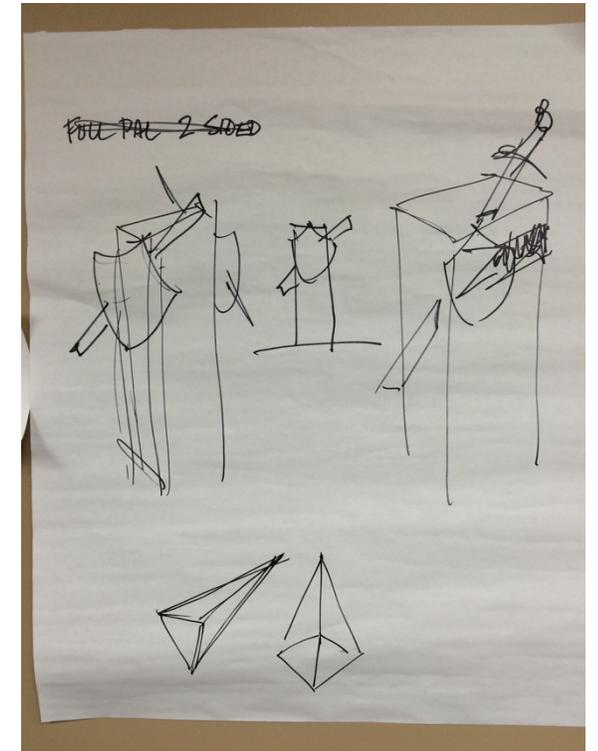
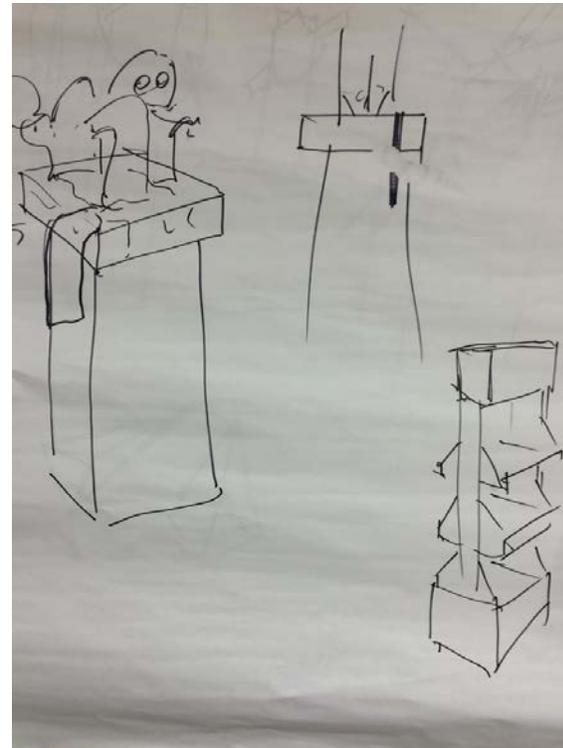
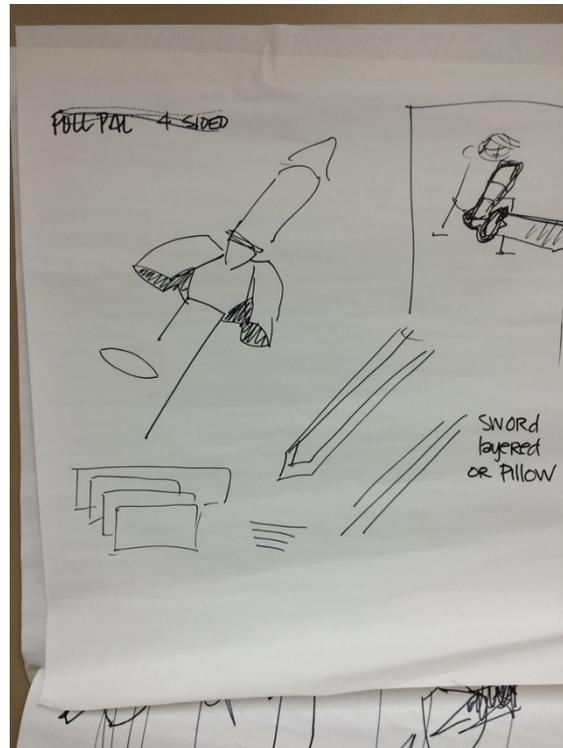


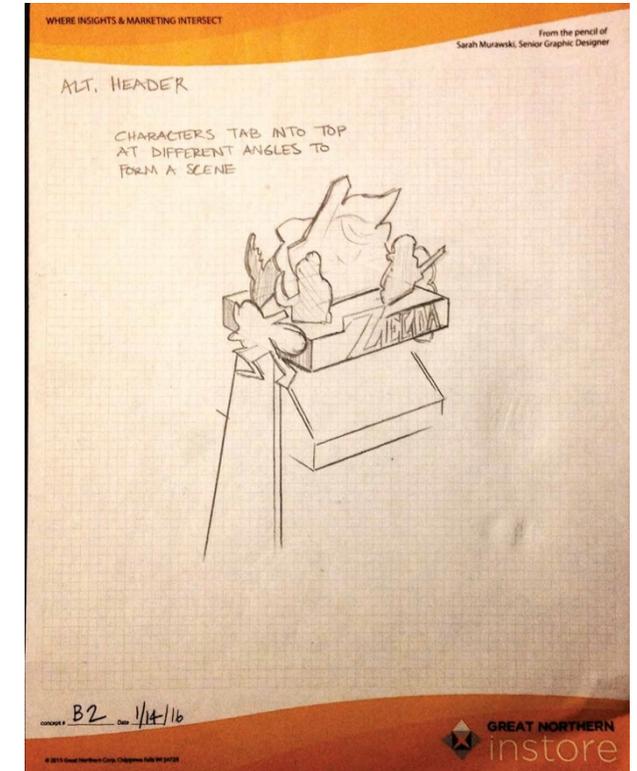
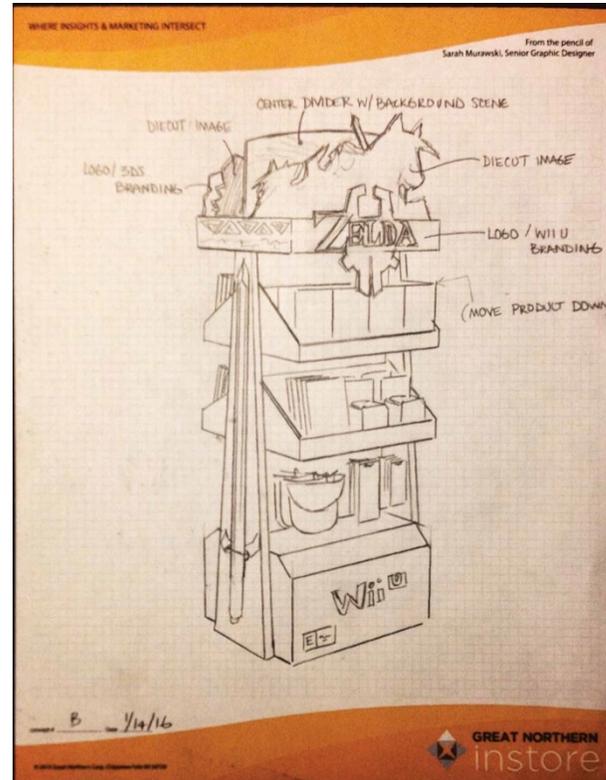
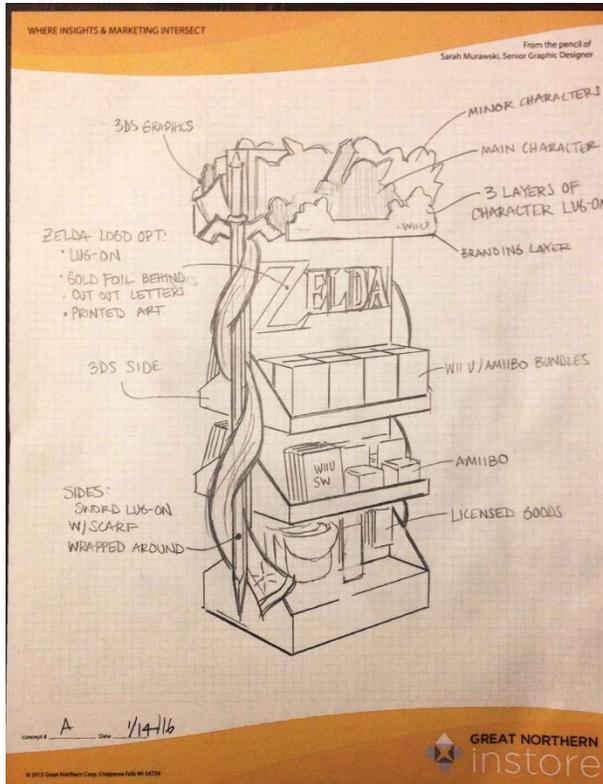
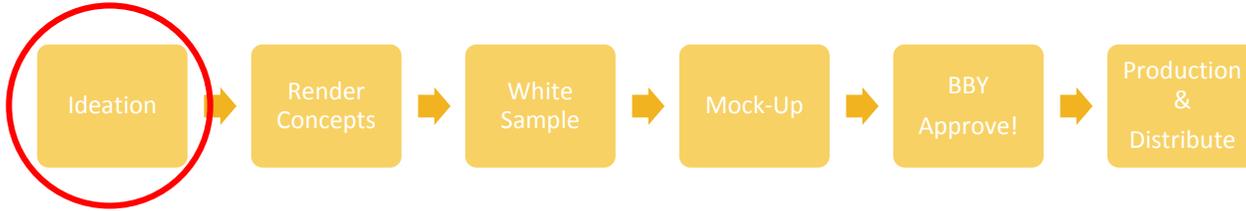
- GNC implemented these features to meet goals and overcome challenges:

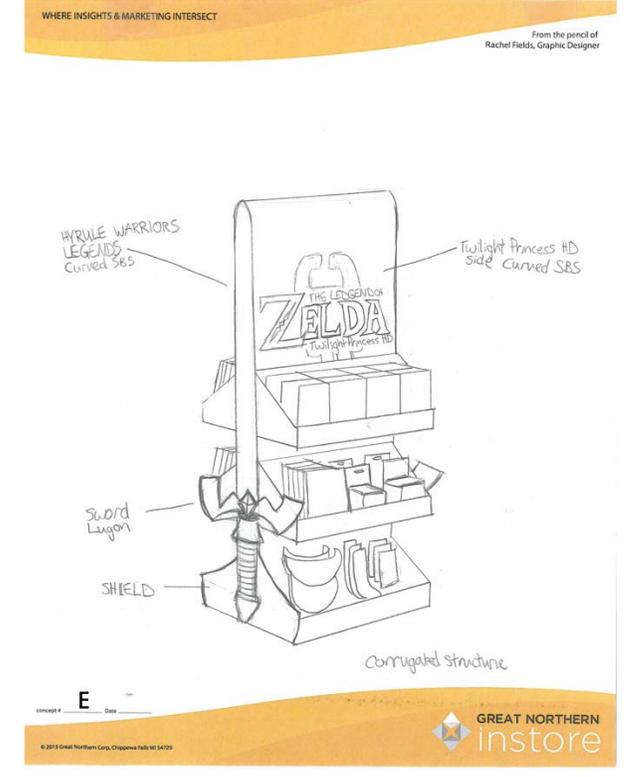
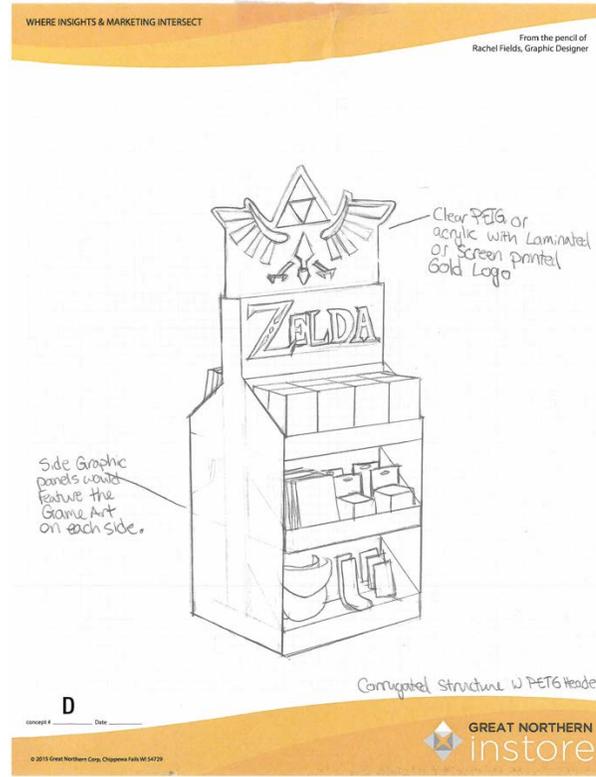
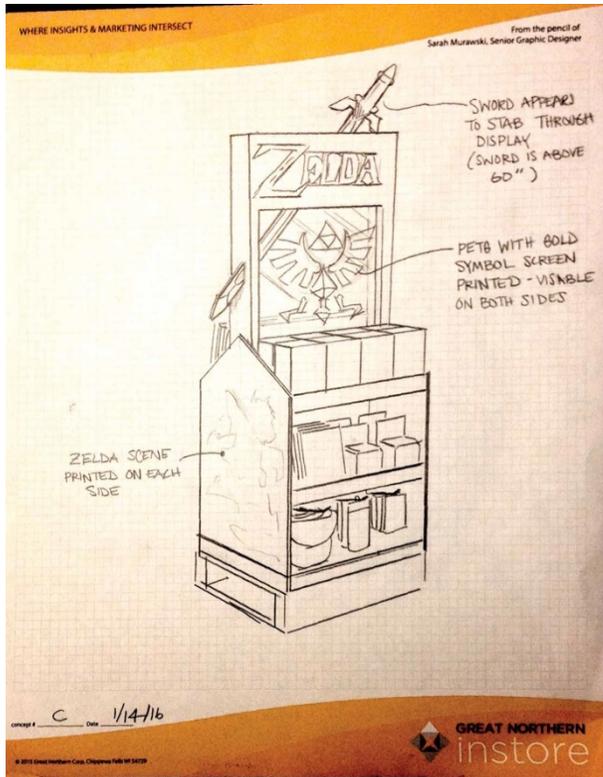
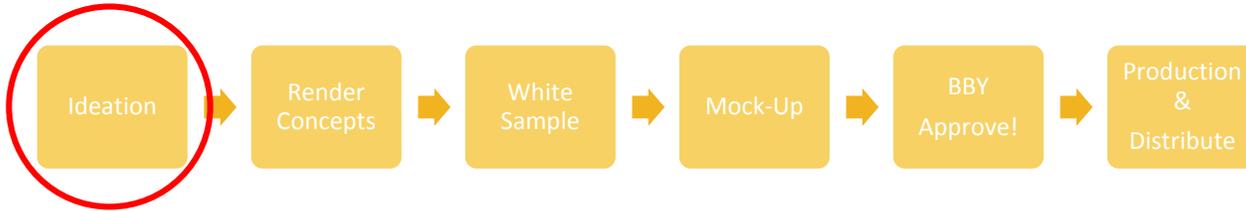
- Create visual balance of product placement
- The display would have 2 different sides to communicate all the elements and various products on the display
- Use elements from the game to create exciting visual lug ons, etc.
- Create communication space on the front of the trays

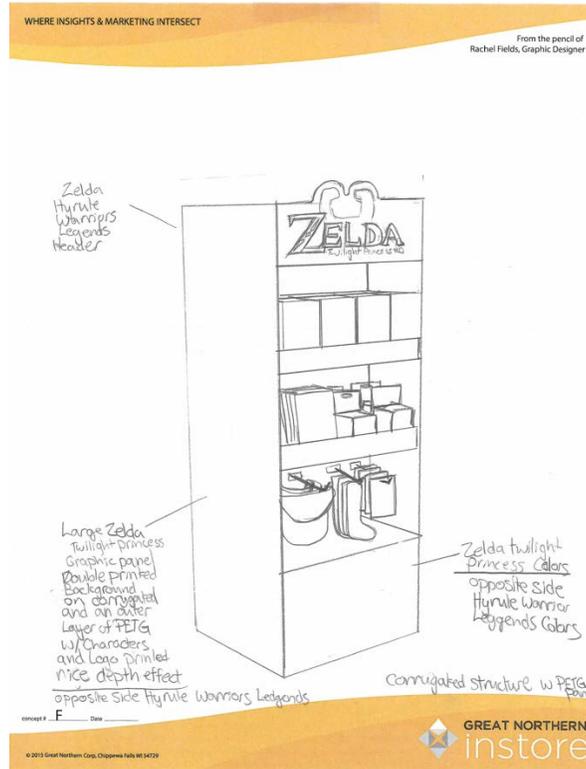
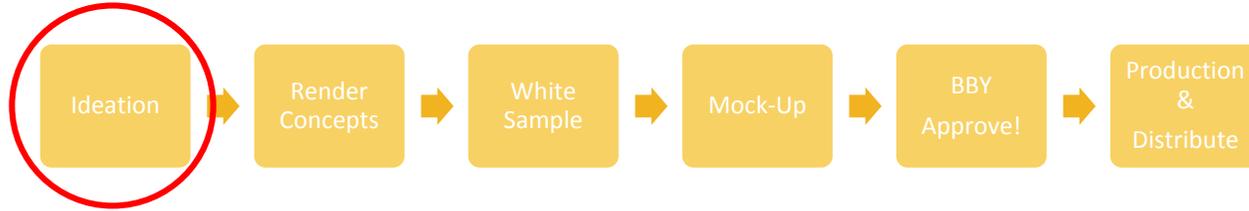


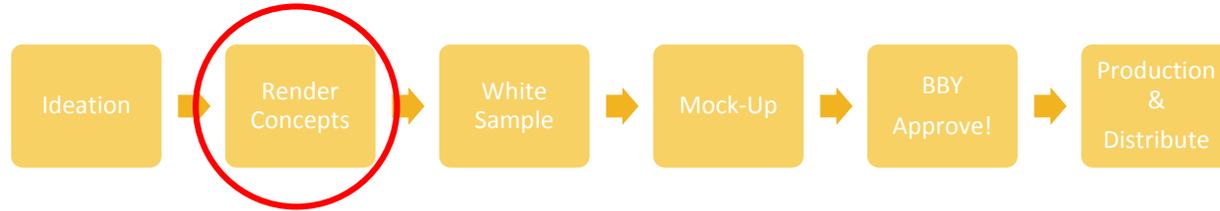
IDEATION







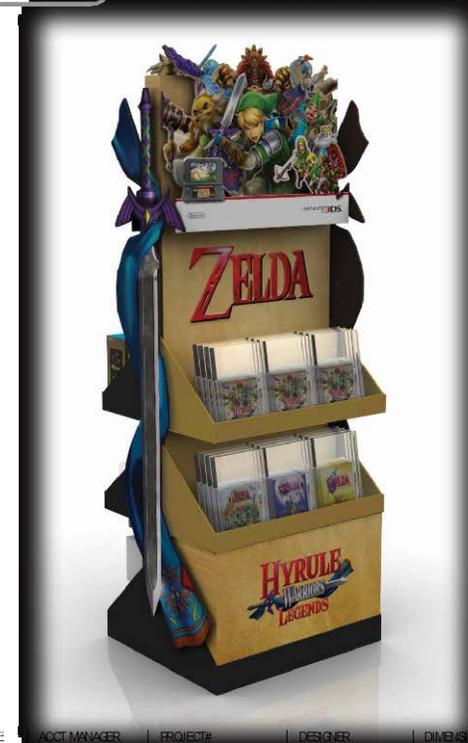




RENDER CONCEPTS



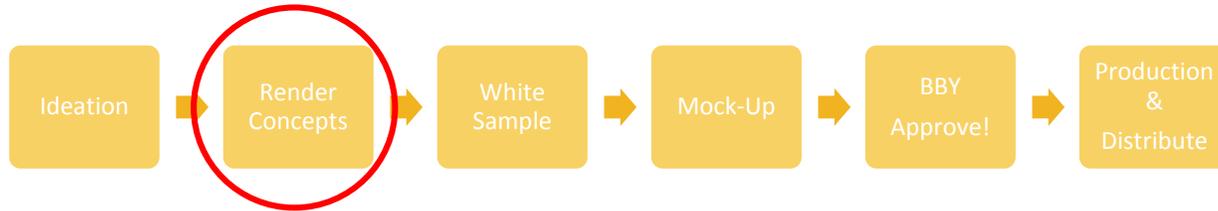
Nintendo ZELDA BFF GIR PALLET



GREAT NORTHERN
instore



DATE	ACCOUNT MANAGER	PROJECT#	DESIGNER	DIMENSIONS (WxDxH)
1-18-16	(510) 376-8104			24" x 60"



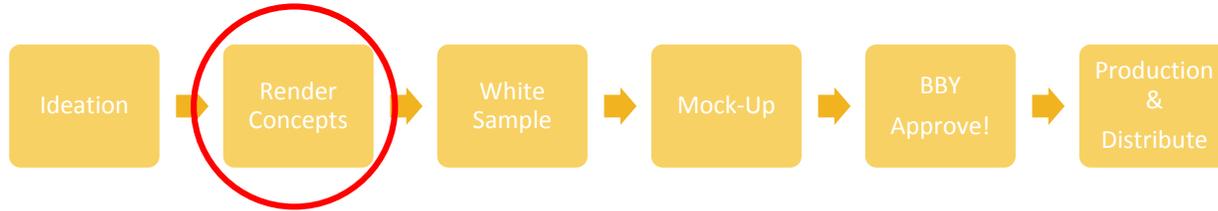
RENDER CONCEPTS Customer requested tweaks



DATE: 1-18-16
 ACCT MANAGER: John Davies (510) 376-8104
 PROJECT#: 16CF10088 B
 DESIGNER: Sarah Murawski
 DIMENSIONS (WxDxH): 22" x 20" x 60" (shown with large scale figures)



DATE: 1-26-16
 ACCT MANAGER: John Davies (510) 376-8104
 PROJECT#: 16CF10088 CR1
 DESIGNER: Sarah Murawski, Rachel Fields
 DIMENSIONS (WxDxH): 24" x 21.5" x 60.65" (6-F' as shown with large scale figures)



RENDER CONCEPTS Customer requested tweaks

Nintendo ZELDA BBY QTR PALLET



DATE: 2-5-16
 PROJECT MANAGER: John Dawes (510) 376-8104
 PROJECT: 16CF10088 CF3
 DESIGNER: Sarah Murawski Rachel Fields
 DIMENSIONS (WxDxH): 24" x 21.5" x 64"

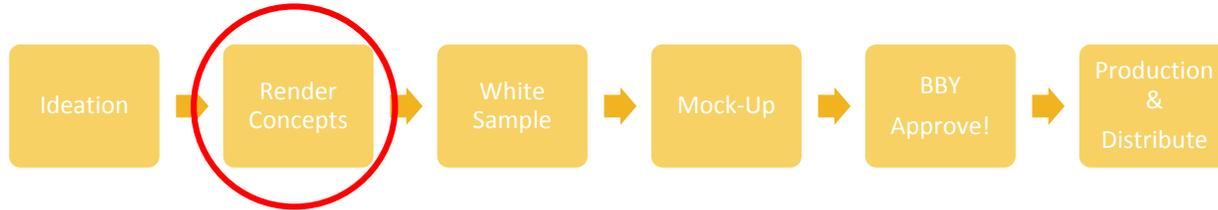


Nintendo ZELDA BBY QTR PALLET



DATE: 2-5-16
 PROJECT MANAGER: John Dawes (510) 376-8104
 PROJECT: 16CF10088 CF4
 DESIGNER: Sarah Murawski Rachel Fields
 DIMENSIONS (WxDxH): 24" x 21.5" x 64"





RENDER CONCEPTS RENDER
Customer requested tweaks



DATE: 2-11-16
PROJECT MANAGER: Sarah Daves
PROJECT#: 19CF10039-0105
DESIGNER: Sarah Murawski
DIMENSIONS (WxDxH): 24" x 15" x 60"



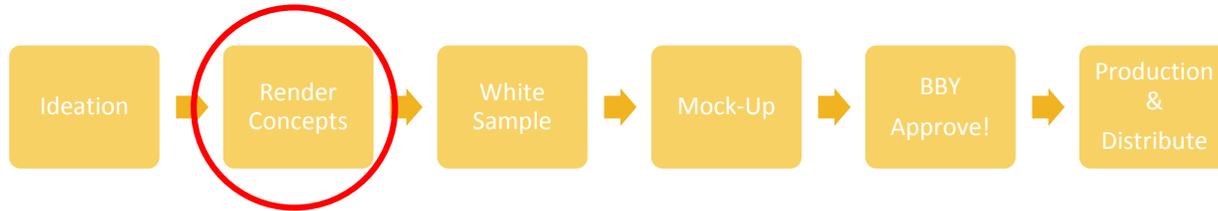
GREAT NORTHERN
instore



DATE: 2-11-16
PROJECT MANAGER: Sarah Daves
PROJECT#: 19CF10039-0105
DESIGNER: Sarah Murawski
DIMENSIONS (WxDxH): 24" x 15" x 60"



GREAT NORTHERN
instore



RENDER CONCEPTS Customer Requested tweaks



DATE: 2-19-16
 ACCT MANAGER: John Dimes
 PROJECT#: 19CF1008B-CR7
 DESIGNER: Sarah Murawski
 DIMENSIONS (WxDxH): 24" x 17" x 60"



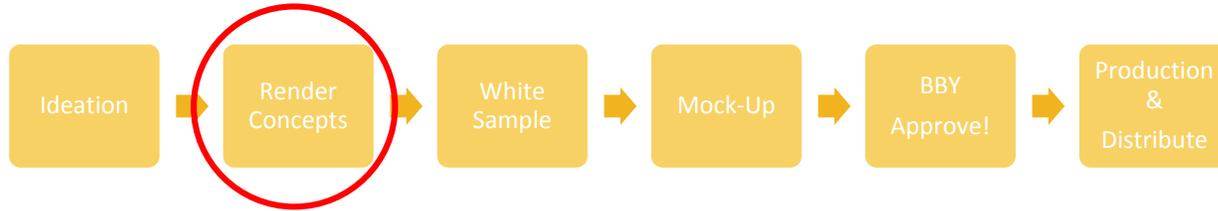
GREAT NORTHERN
instore



DATE: 2-25-16
 ACCT MANAGER: John Dimes
 PROJECT#: 19CF1008B-CR9
 DESIGNER: Sarah Murawski
 DIMENSIONS (WxDxH): 24" x 17" x 60"



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RENDER CONCEPTS Customer Requested tweaks



DATE: 2-29-16
 ACCT MANAGER: John Davies
 PROJECT#: 16CF1008 C PD
 DESIGNER: Sarah Muravski
 DIMENSIONS (W x D x H): 24" x 21.5" x 60"

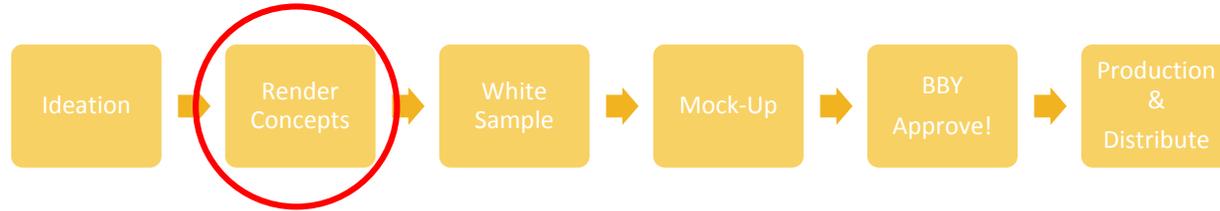


GREAT NORTHERN
instore



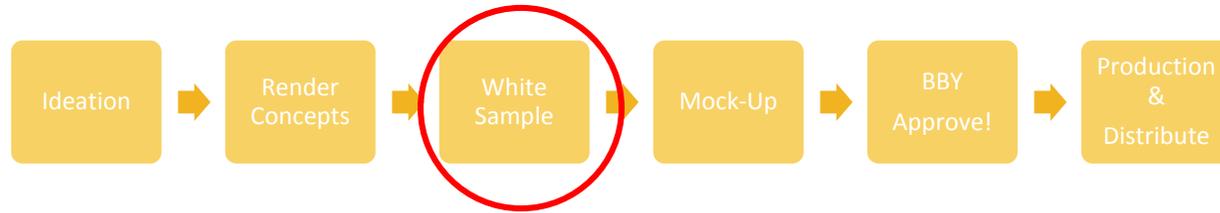
DATE: 1-18-16
 ACCT MANAGER: John Davies
 PROJECT#: 16CF1008 C
 DESIGNER: Sarah Muravski
 DIMENSIONS (W x D x H): 24" x 21.5" x 60" (60" as shown with large scale logos)

GREAT NORTHERN
instore



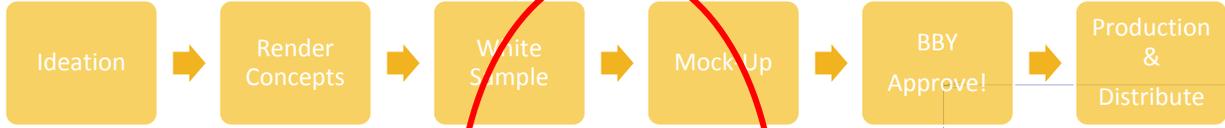
RENDER CONCEPTS



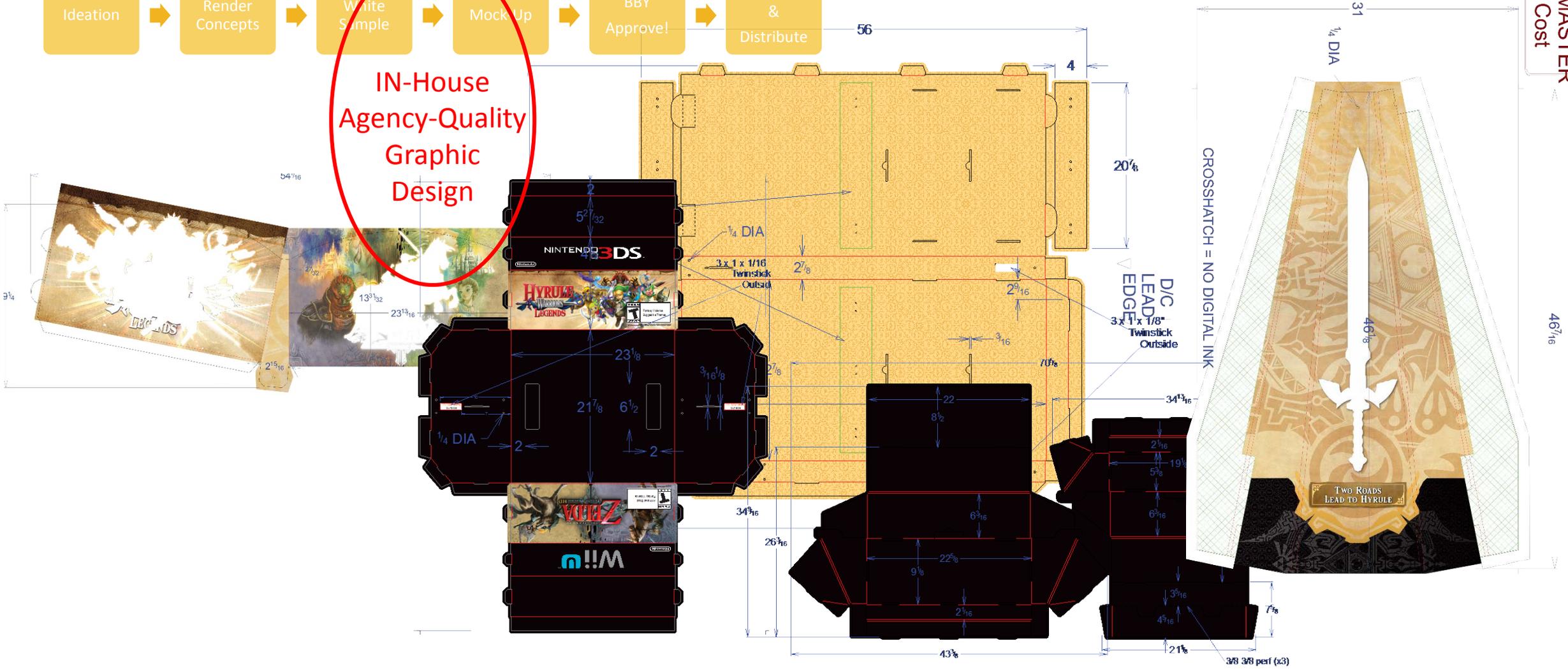


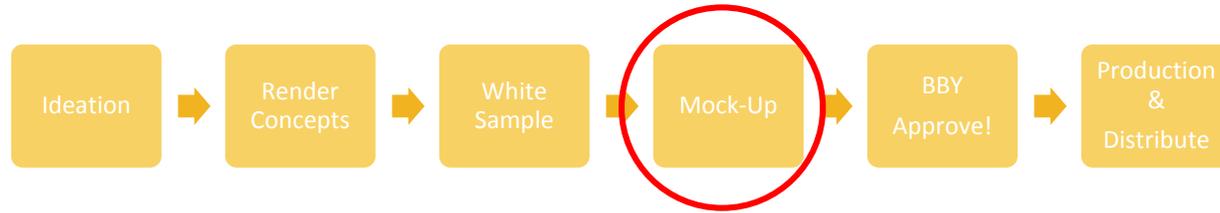
WHITE SAMPLE





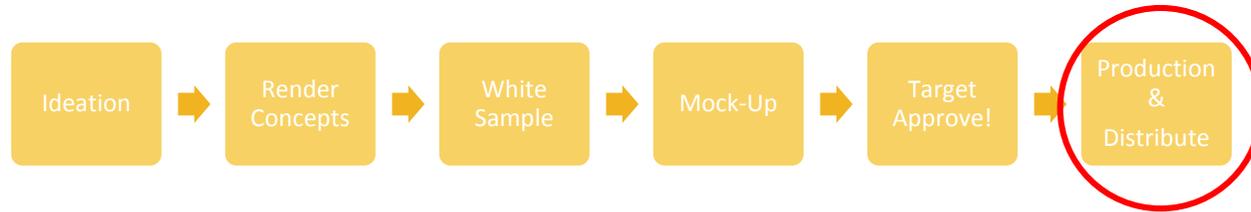
IN-House Agency-Quality Graphic Design





MOCK-UP





Production Turn time due to constant changes right up to production time

Due to marketplace and global media communication issues, as a standard situation, NOA makes slight modifications to the designs right up to production time.

As a result, display structure and graphics often change dozens of times (not typical of normal display development – but normal for NOA) right up to press time.

This unit was partially assembled into the shipper and the header and product were the only elements needing to be assembled at retail.

Execution was flawless and a very successful program resulted from the Chippewa Design team effort.





SPECIAL
PRODUCTION
NOTE OF
IMPORTANCE

THIS WAS ONE OF THE FIRST PROGRAMS TO RUN ON THE NEW DIGITAL PRESS IN CHIPPEWA
WHERE SPECIFICALLY THE FULL LITHO PARTS WERE RUN IN HIGH VOLUME ON THE DIGITAL PRESS

NOA was looking for a way to highlight the sword and other graphics on the display

The design team explored use of Mylar, foil-stamping, and other external print highlight techniques and processes

Ultimately we test printed the art using the Matte/Spot-Gloss functionality of our new HP 15700 digital press and those samples were sent to NOA who were THRILLED WITH BOTH THE LOOK AND COST SAVINGS THESE PROVIDED!*

Execution was flawless and a very successful program resulted from the Chippewa Design team effort.

*everything on the display was printed on the digital press except the flood coat black shelves which were flexo.

