



Case Study: JB Hi-Fi (Microsoft & Samsung)



Background: JB Hi-Fi

JB Hi-Fi is one of Australasia's fastest growing and largest retailer of home entertainment, offering the world's leading brands of Hi-Fi, speakers, televisions, DVD's, VCR's, cameras, car sound, home theatre, computers and portable audio and continues to stock an exclusive range of specialist HiFi products.

JB Hi-Fi also offers the largest range of video games, recorded music, DVD music and DVD movies with over 50,000 CDs and most major studio DVD releases, all at cheap prices! Customers are able to buy online from our huge range of CDs, DVDs, and games.

In short, JB Hi-Fi is known for having the best brands, huge range, cheapest prices, experienced specialist staff and convenient locations.



Background: Encyclomedia

Encyclomedia consults with retailers and brands to navigate alternative and often untapped media opportunities within the increasingly competitive in-store environment. Through a combination of strategic placement from out-of-home to in-store, Encyclomedia helps optimise the visibility of the clever, often 3D-like high impact designs. Often entertaining, largely unmissable and always engaging creative mean consumers can't fail but to engage and interact particularly at the crucial moment of purchasing. In doing so, Encyclomedia is breaking the mould of traditional agencies by delivering high impact solutions specific for each medium.

How Encyclomedia is making a difference to retailers and brands:



Helping retailers:

- Maximise revenue (through specific treatment of all in-store media opportunities)
- Generate additional advertising \$\$\$
- Increase direct product sales
- Promote higher margin products
- Encourage unplanned visits and/or impulse purchasing

= INCREASED RETAILER REVENUE

Helping brands:

- Differentiate from competition
- Stand out from the 'noise' and 'clutter'
- Drive sales and/or increase brand equity
- Maximise ROI through our high impact medium specific designs
- Encourage impulse purchasing

= INCREASED SUPPLIER REVENUE



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Campaign Objective

Create high impact window treatments for JB Hi-Fi stores (tying in with the JB Hi-Fi theme and in-store environment)

Campaign Activity

High impact “3D-like” decals featuring Samsung laptops and Microsoft Window 7 products “virtually” breaking through JB Hi-Fi’s front windows

Campaign Result

Response was overwhelmingly positive from both a sales and brand equity perspective. Whilst Encyclomedia is not at liberty to release actual sales figures, it can confirm that both campaigns resulted in uplift in sales exceeding expectations.

Client Testimonial

“We (JB Hi-Fi) look to partner companies that are one step ahead of the game. Encyclomedia bring an unparalleled level of creative expertise to the out-of-home and point-of-sale market. Encyclomedia’s creative allow us to take an offering to our suppliers that is different to the market whilst remaining consistent with our brand.”

– Ewan Walsh, Marketing Communications Manager, JB H-Fi

Outcome

JB Hi-Fi appoint Encyclomedia as their creative agency for high impact supplier campaigns in a bid by the retailer to drive their in-store media model with a point of difference in line with their brand.

