



| Interactive

Approach:

Microsoft hired GIRVIN to help raise their brand presence in the retail channel. To assist Microsoft in reaching its goals, over several years, GIRVIN designed sample environments and integrated campaign expressions for a variety of major retail stores selling Microsoft software. Every design system was customized to maximize the environment each particular chain offered.



Result:

The components of the programs included POP displays, built merchandising objects, posters, video and animation tools for street and in-store projection, banners, shelf-talkers and information guides for seven of Microsoft's major channel segments.



Environment |



| Packaging