



Client INTERSPORT Austria GmbH
Branche Retail
Target group Consumer

Product realization: Concepts, Creations

Concepts

Shop-TV targets were defined together with the customer at the workshop in consideration of the existing framework. On the basis of these workshop results NarComm developed a comprehensive communication concept and designed the basic layouts of different Shop-TV topics, categories and content.

Creations

Due this communication concept and these basic layouts NarComm produces up-to-date content for the INTERSPORT Shop-TV: e.g. animated "product promotions", „service- and warranty benefits" or „coach tips". Furthermore sports clips get integrated into the INTERSPORT corporate design to raise the sportive shop atmosphere and strengthen the brand INTERSPORT.

Benefits

The essential benefit of INTERSPORT is in the high quality of the Shop-TV content in accordance to the jointly defined requirements. Only this excellent Shop-TV communication concept, which focuses on the needs of all stakeholders and target-groups, and the superior content make a go of this Digital Signage project.

