

BOBBI BROWN WESTFIELD

Interactive Retail Display.

An expansion on the centrally managed digital display solution.

Following on from the centrally managed digital signage solution that runs on over 100 displays in Europe for Estee Lauder, the Bobbi Brown brand were keen to engage and interact with their customers in a more hands on way.



The Intevi IDR lift and learn solution was configured for 38 different sized tester products. When a product is lifted out of its retail housing the 22" display in front is automatically triggered

to show specific information, such as usage, specifications, customer reviews, price or any kind of information required.

Unique Factor

When the system is not being interacted with, the display shows an attract loop to entice shoppers over and promotes that they interact with the products.

