

# EXPERIENTIAL RETAIL INSTALLATION

CASE STUDY



How do you generate a buzz in store, when footfall is at an all time low because of a global pandemic?

Adidas wanted to set the standard for what experiential retail environments could achieve. Working with The Marketing Store, ImmersiveAV Expo helped Adidas attract more customers through the doors and keep them inside for longer with some clever tech experiences.

**“ ImmersiveAV Expo’s installation for Adidas fascinates me, it blends the experience of events and retail. Brands pull out all the stops at events to achieve maximum engagement, and to see Adidas transcend those concepts into a retail environment demonstrates a real desire to them to be seen as innovators. ImmersiveAV Expo’s partnership with Adidas and The Marketing Store struck the right tone and clearly achieved the desired objectives.”**

**Adam Parry**  
Editor, Event Industry News



IMMERSIVE   
expo





# THE CHALLENGE

When experiential retail specialists The Marketing Store were tasked with creating an interactive brand experience at Adidas' flagship store on Oxford Street, they enlisted ImmersiveAV Expo to produce a semi-permanent installation that would attract attention and maximise customer engagement.

The theme of the store takeover was the heightened sense of speed, to promote the launch of the new Adidas x Ghosted football boot. The brief from our client was to create several immersive environments throughout the store, which would portray a physical representation of speed for shoppers to interact with.





# THE SOLUTION

Audience engagement was a key element of all our solutions for Adidas. One of the most eye-catching installations was an automated lighting animation with nine transparent screens, with images of footballer Mo Salah which were illuminated sequentially and created an illusion of the Liverpool striker sprinting through the store.

We also created interactive content for a ghost wall, which displayed an animated visualisation of speed on a video wall. Users triggered generative content via movement sensors, generating an avatar which raced across the screen in real time.

Elsewhere, ImmersiveAV Expo accessorised Adidas mannequins with digital goggles, displaying a custom animation, and provided atmospheric lighting and audio around the store.







# IMPACT & RESULTS

The experience was installed in the store for six weeks, attracting a lot of attention and generating a palpable buzz on social media.

From the crowd-gathering ghost wall, to Mo Salah racing through the store in a 21st Century take on flipbook animation—our experiential retail installation with The Marketing Store for Adidas was a roaring success.

One of the reasons for commissioning the installation was to offset the reduced footfall in the store due to the pandemic. Both Adidas and The Marketing Store were delighted with the enhanced levels of shopper engagement.



**“ This was a very complicated project, with many uncertainties because of the unprecedented global pandemic. Working with The Marketing Store and their team of creatives, we were able to seamlessly integrate our technician team as an extension of their internal resource. The collaboration worked well, and we successfully translated the vision and impact Adidas demanded for the launch of their latest X20 boot. ”**



**Alex Reah**  
Projects Director

# WHAT TO EXPECT FROM IMMERSIVEAV EXPO?

ImmersiveAV Expo are part of the ITR family, widely known throughout the events industry as an AV & IT hardware supplier. But, we're more than that—as the Adidas experiential retail installation shows.

ImmersiveAV Expo is ITR's full-service technical production division, and we're developing a reputation for exceeding expectations and making a tangible difference. From experiential retail for brands like Adidas and Huawei, to live streaming for Candy Crush and Xerox, the world's leading brands trust ImmersiveAV Expo to help them create meaningful experiences and maximise engagement.

< **Virtual experiences—bespoke 3D environments, with unparalleled interactivity.**

< **Live streaming—from green screen to XR, our StudioX network will help you connect.**

< **Technical production—interactive AV installations to enhance engagement.**

< **AV rental—our parent company has every kind of AV & IT wizardry you'll ever need.**



**“ The retail sector has taken a big hit because of the pandemic, as have most industries. Adidas’ vision for this installation shows them to be an exemplar within the retail market. Rather than being just another shop, they’ve made their flagship store an experience destination—with customers getting hands-on with the brand and sharing content online. Our team would be delighted to discuss how our experiential retail solutions can help your brand achieve maximal engagement. ”**



**Scott Holman**  
Managing Director