



hood

BRANDED ENVIRONMENTS

**CAMPAIGN: GOPRO, FRY'S ELECTRONICS STORE IN STORE**  
**CLIENT: GOPRO**  
**EXHIBIT BUILDER: HOOD BRANDED ENVIRONMENTS**

## CONTACT INFO

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**H**ood Branded Environments was asked to create a unique shopping experience by building a GoPro store inside a Fry's Electronics store. The space was designed to highlight the GoPro brand. Product displays are built into the units walls. The efficient space design allows for customer engagement with demonstrations and a "one on one" consultation desk.

To build an environment that would set GoPro apart from other brands and draw in consumers, the design was larger scale than the other displays surrounding it. A massive rectangular ceiling structure was built and hung from the existing ceiling. The walls of the GoPro space had integrated lighting and large high definition monitors. GoPro promotional videos played on the screens and helped introduce customers to the brand. The bright white, modern aesthetic of the aluminum skin, combined with the blue back lighting gives the structure additional impact and visual brand recognition.

From the start of the project, tremendous amounts of thoughtful design and planning went into this structure. The build is more than a single unit construction. Time was spent in the design and engineering development phase to ensure the unit has application flexibility. As a result of this careful engineering, the unit has several smaller fixture combinations utilizing the same components. These components could be constructed to offer display solutions in a variety of retail applications.

The project was installed right before the holiday shopping season and was a huge success. The ability to highlight a brand among its competitors and provide a completely separate retail experience was accomplished. Customers were able to access the products and numerous accessories in one stunning retail display destination. ■

