



STRATEGIC COMMUNICATION

Good Thinking

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# CASE STUDY

## PHILIPS LIGHTING COMPANY

# PHILIPS

*Let's make things better.*

### CLIENT

#### **Philips Lighting Company**

Global leader in lighting and consumer lifestyle, delivering innovative products, services and solutions

### PROJECT

To get Philips Lighting Designer's Award Show the attention it so richly deserved.

### CHALLENGE

Although Philips gave us free rein creatively, we had to remain within their unbreakable – and, to us, rather mundane – worldwide graphic standards.

### SOLUTION

An invitation never to be forgotten. In addition to creating a high-energy microsite for the show, a high-impact direct mail including an inflatable palm tree went out to designers nationwide. The palm tree was "code" for the grand prize: A trip to Miami Beach.

### RESULTS

The best show participation Philips had ever seen.





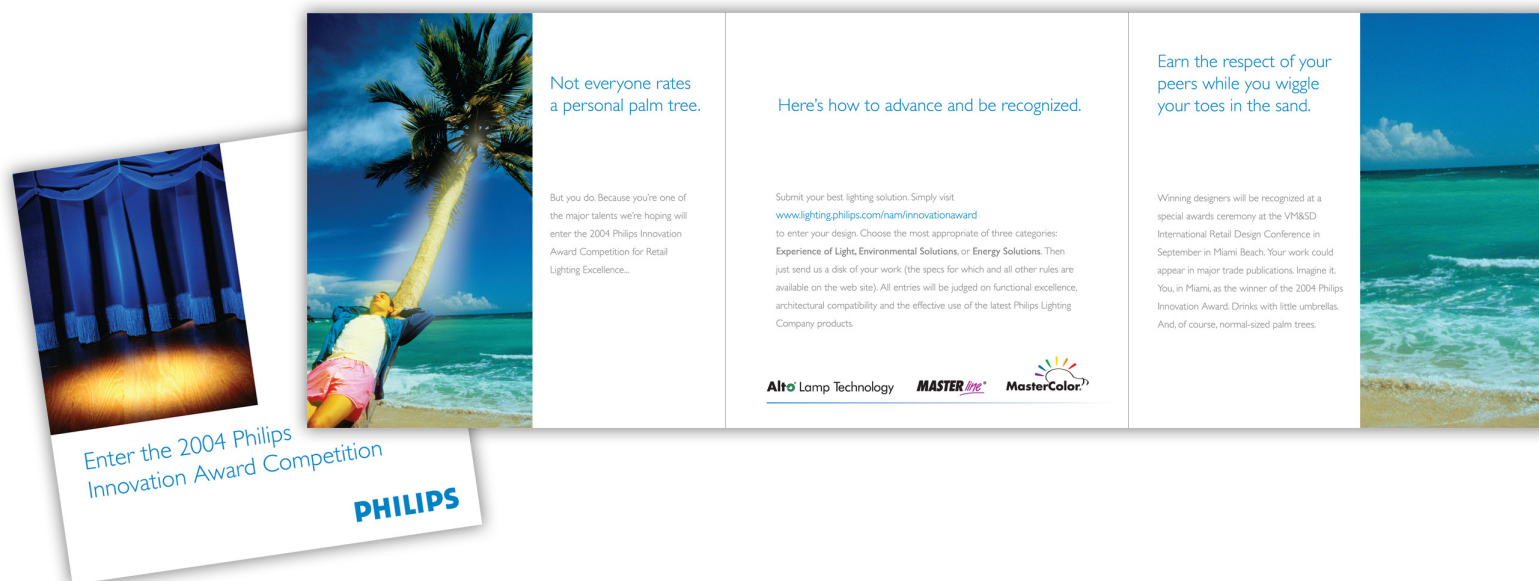
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## COMPONENTS





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Your parents have always recognized your talents. Now it's Philips' turn.



Note to designers and retailers: Sure, retail is all about "image, branding and product." But it's also about lighting design – and Philips Lighting thinks it's high time you were recognized for yours. Submit your slickest retail lighting design to the 2004 Philips Lighting Company Innovation Awards. Naturally, you've specified Philips lamps. And naturally, winners will be feted at a ritzy affair and tendered a tasteful award. Give your lighting ideas an industry-

#### Three Distinct Categories Acknowledge Retail Lighting Excellence.

**Experience Of Light** demonstrates how lighting can enhance and stimulate the shopping experience while supporting the retailer's brand image.

**Environmental Solutions** demonstrate how sustainable lighting can be effective while environmentally responsible.

**Energy Solutions** demonstrate how energy efficient lighting can be effective and deliver immediate cost savings.



PHILIPS LIGHTING COMPANY  
**INNOVATION**  
**AWARD.**  
for Retail Lighting Excellence

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wide stage. Log onto our site for the official Entry Form and program details.

[www.lighting.philips.com/nam/innovationaward](http://www.lighting.philips.com/nam/innovationaward)

(Should you choose one parent to join you at the awards ceremony, the other one will be very, very hurt...Philips refuses to get in the middle of it.)

**PHILIPS**

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## COMPONENTS

