

CASE STUDY

PHILIPS LIGHTING COMPANY



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.





COMPONENTS



Not everyone rates a personal palm tree.

But you do. Because you're one of the major talents we're hoping will enter the 2004 Philips Innovation Award Competition for Retail Lighting Excellence...

Here's how to advance and be recognized.

Submit your best lighting solution. Simply visit www.lighting.philips.com/nam/innovationaward

to enter your design. Choose the most appropriate of three categories: Experience of Light, Environmental Solutions, or Energy Solutions. Then just send us a disk of your work (the specs for which and all other rules are available on the web site). All entries will be judged on functional excellence, architectural compatibility and the effective use of the latest Philips Lighting

Alto Lamp Technology MASTER Inc. MasterColor.

Earn the respect of your peers while you wiggle your toes in the sand.

special awards ceremony at the VM&SD International Retail Design Conference in September in Miami Beach. Your work could appear in major trade publications. Imagine it. You, in Miami, as the winner of the 2004 Philips Innovation Award. Drinks with little umbrellas. And, of course, normal-sized palm trees.





COMPONENTS

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



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.



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

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.)



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PHILIPS

Let's make things better.



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