

Portable Mall Displays Project Fresh Branding for COMCAST



Project Summary

Merging two large corporate entities is a difficult task; re-branding and expanding market share at the same time is nearly impossible!

Comcast's Johnathan Katz, Marketing and Promotions director, was tasked to roll out the new corporate look through a region-wide series of mall events. John approached Image 4 with specific requirements to make the promotion successful. The display had to set and ship easily, have low maintenance requirements, should show strong COMCAST branding and life style images, and must support integrated video. Budget was a concern for the 8-unit program, as was the 4 week timeline.

Image 4 designed and fabricated unique, custom display space. These 10 x 10 foot kiosks feature load-bearing counters and rigid supports, combined with light weight and easy-to-ship and maintain fabric graphics. The installation features a 90" tower with lighted COMCAST logo and internal flat-panel monitor showing live-feed broadcast of COMCAST programming. Each unit packs into 2 4 x 2 cases!

Comcast reported significant new business sign ups, and created a solid awareness of the company within new markets. On time, on-budget and on-spec from Image 4!

Project Budget

Project Development: \$3,000 Production and Installation: \$9,500 per unit

Image 4 / We Tell Your Story!™

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