

## Motorola wired to in-store buzz

Not wanting to miss the retail bus, technology companies are now in the fray to step up their retail initiatives and offer what has now become a buzzword-- brand experience.

One such is tech major Motorola India, which has launched its new retail initiative with the theme of seamless technology and sleekness. It coincides with the company's recent launch of a hi-tech fashion phone RAZR V3. The project was executed by Madison Retail Paradigm (MRP). MRP presented various concepts and designs before finalising on the design theme, which has been rolled out now and will be visible in various retail outlets across the country.

Says Arunangshu Ghosh, CEO, MRP, "The brief from the client was very clear - to implement a retail rollout keeping in mind the "MOTO RAZR BRAND ESSENCE". The Motorola V3 phone is a sophisticated unit that uses an aircraft grade body, laser cut nickel plated keypad and looks like it has been crafted out from a block of metal. So the features of "MOTO RAZR V3" were extended to create various formats of 'Classy', 'Clean' and 'sleek' retail display units to display the phones.



The creative challenge for MRP was to address the 30-plus, SEC A1-plus TG residing in metros who likes to flaunt technology.

Says Ghosh, "Since the product is ultra

premium and exclusive, the units had to be developed in a stylish and carry elegant manner, a challenge which our creative head, Vijay Kumar, very finely defined in the sharp angles and contours while designing the unit. We also had to use the material that was a combination of steel finish and glass all the way."



Also, the design has been made modular considering the various spaces available in a multi-brand IT / mobile telephone / mall / super market retail space. MRP made various sizes, with and without counter display units.

The unit's colour combination is similar to that of the 'MOTO RAZR V3' phone - aluminium / brush steel with black matt tone. The materials used are wood and glass. Says Ghosh, "Wood with laminate gives solidity to the unit and glass gives transparency. Blue neon like effect sideways has been used in the side to give a dramatic effect. The top logo header "Motorola" is in cut letters, which enables strong branding. Also, two big backlit display panels add lot of colour and life into the unit. The back unit mobile storage space is also very well lit from the top to showcase all the phones inside.

Sitting pretty after having executed the creatively challenging project, MRP now has the next step of the project already lined up, which is to implement the project nationwide and help enhance Motorola's presence in the market.