

# Strategy

## The Green Beans Strategy

“You’ll never know if you like it unless you try it.” The most important thing to have in the exhibit is a way for consumers to try the product and interact with it. Unlike any other means of marketing (i.e. magazines, television, radio...) an exhibit is a unique opportunity to allow people to try the product first hand allowing the consumer to see for his/herself that the product actually works, is safe, and the right choice for his/her family.

## Games and Activities

People will be more willing to stay if they and their children are engaged. The games and interactive activities designed into the exhibit will encourage visitors to stay longer and will provide memorable experiences. Like in a super market, when guests stay longer they are more likely to make a purchase or a larger purchase than he/she expected. Even if guests do not purchase the product, they will remember their experience and will be more likely to purchase in the future or recommend the product to others.

## No Pressure Sales

BOX is meant to feel very friendly, like a close friend or relative. No pressure sales diminish the highly corporate atmosphere and make the experience more family friendly. In place of sales people, the booth will be staffed with approachable BOX Experts. These experts will help visitors navigate through the exhibit, encourage children and their families to go inside the BOX system, encourage guests to participate in the booth activities, and answer any questions people may have about the product or website in a group or one-on-one conversation.

## Evoking Memories and Emotional Responses

The design is meant to make adults recall their childhood experiences of being a child, or make children feel creative and exploratory. Evoking memories and emotional responses will make people feel more tied to the product, enforcing connections with the product and brand. It is also possible that sympathetic guests will feel more apt to participate in activities or purchase the product.