

Story Telling

Experience 1: Product Interaction/Demo

Starting with a large exhibit of the product, no passerby should be able to ignore it. The product should make an impression from a distance. The impressive scale will attract guests to the exhibit even from far away. Booth staff should encourage people to go inside the product and explore offering an attractive adventure. This experience allows guests to actively feel what the product is like to own. The center of the BOX system is the final stop of the Treasure Hunt, where participants will be able to enter for the grand prize. If someone does not want to go inside or when a guest want to know more, booth staff should encourage them to look inside or learn more about the product at the Gallery.

Experience 2: Gallery

After a guest interacts with the product by going inside or instead of going inside a guest should move to the Gallery. Guests will be attracted by BOX Blox giveaways which they may play with at this station. This is where a guest will be able to look at a unit in close detail with a booth attendant to explain the benefits and features of BOX; such as the number of options available, what it made of, how it is made, how BOX helps subdivide space to create multifunction rooms, and how it can help provide more floor or storage space. The Gallery will also have floor models of BOX furniture accessories that guests may not have seen if they did not go inside the BOX system. The Gallery is also a main resource for the Treasure Hunt. If guests want more information they should move to the Consultation/Brand Station, or travel to the Website Interaction Station if they are ready to buy.

Experience 3: Website Interaction Station

If a guests enjoys product interaction, is won over by the benefits and features of BOX, or simply wishes to learn more on his/her own, he/she should be encouraged to visit the website. The station will provide a few kiosk stations which feature the website where a guest can customize their own unit(s) and explore product information. The station will also include free wifi, QR codes, and a charging station should guests prefer to explore the website on their own mobile devise or on their own time. The Web Station is also host to the BOX Building Competition. This station can also provide guests with electronic information about product features and benefits, if they do not wish to try the product or spend time at the Demo Station. BOX Blox giveaways will also be given out at this station. After this station, the guest should be ready to buy the product or return to the website at a later date.