

# EPSON

## Epson Label Makers

Visual Merchandising Unit

Harvey Norman Ireland



# The brief

Within its suite of print devices, Epson has two high end label printers for both consumer and office use. These printers differ from those of the competition in a number of ways:

- They can print in a variety of type faces and sizes, and incorporate graphics.
- They can print onto a variety of media including different colours, textures, media weight, even festive ribbon stocks.
- They are controlled by a mobile app in both iOS and Android devices, that previews the message before printing out. Fewer accidents, less waste.

The challenge facing Epson is to differentiate these printers from their competitor products that already have a significant foothold in the market. The most visible threat is the Cricut range of home-crafting devices that have powerful channel penetration, and clear and appealing merchandising at each POS.

Epson is therefore looking for a way to level up in visual merchandising by creating a dedicated unit to demonstrate the features of these products. The unit will initially be trialled in selected Harvey Norman outlets within Ireland, and if measurably successful, rolled it out into other retailers and markets.

Spark will respond to this challenge with two clear strategic options.

## It's all about the product...

It's easy to think of a label maker as a purely functional device. Something needs to be identified by one look, with a term that won't fall or wash off easily. Print out a label, stick it on the object, job done.

But some people want more than just a label for something. They want to know it at a glance, they want to tailor it, give it a unique identity, even a personality...

They want to give it a name.

- Consider how much more sentiment there is in "Mum's Yummy Desserts", rather than simply "Mother's cookbook". Add some graphics of Mum's favourite flowers, and now something functional has become something emotional.
- Sally can choose the colour and put a unicorn on her school drink bottle's label, Tom can put a racecar on his.

- Anne-Marie, who makes up essential oils and sells them at the local market each Saturday, needs an inexpensive and elegant way to label her products, at least until she can afford to experiment with her own branding.

With the ability to choose materials, fonts, graphics, sizes, the user can now personalise the labels that decorate their belongings.

The thrust of this approach is to show the product's versatility and ease of use to anyone uses it, but establishing that the power remains in the user's hands.



A label for everything...

You name it!



A label for everything... You name it!





# A label for everything... You name it!





A label for everything... You name it!





# A label for everything... You name it!





# A label for everything... You name it! - O-Rings





# It's all about the person...

Where Option 1 was about the product features and how they are available to any user of the device, Option 2 is more targeted to the potential user. Epson's own research has identified women in their thirties as the most likely market for these products, with a slight skew to mothers of young school-age children.

The following approach speaks directly to two likely users - the person who wants to stay organised, and the person who needs to be creative. Even more than that, it speaks to people who consider themselves most of one, yet some of the other.

Therefore this stand design poses the proposition: "Are you a creative organiser, or an organised creator? This product has features and techniques that will help you, no matter how you see yourself."

Like the previous stand, on the left hand side are the more predictable household items, however for this execution, the rear graphic identifies an example of the target user. In this case, the

person who considers herself as first and foremost an organised individual.

The right hand side speaks to the creator, who would use this product for more innovative and emotionally rewarding purposes like gift wrapping and small product labelling.

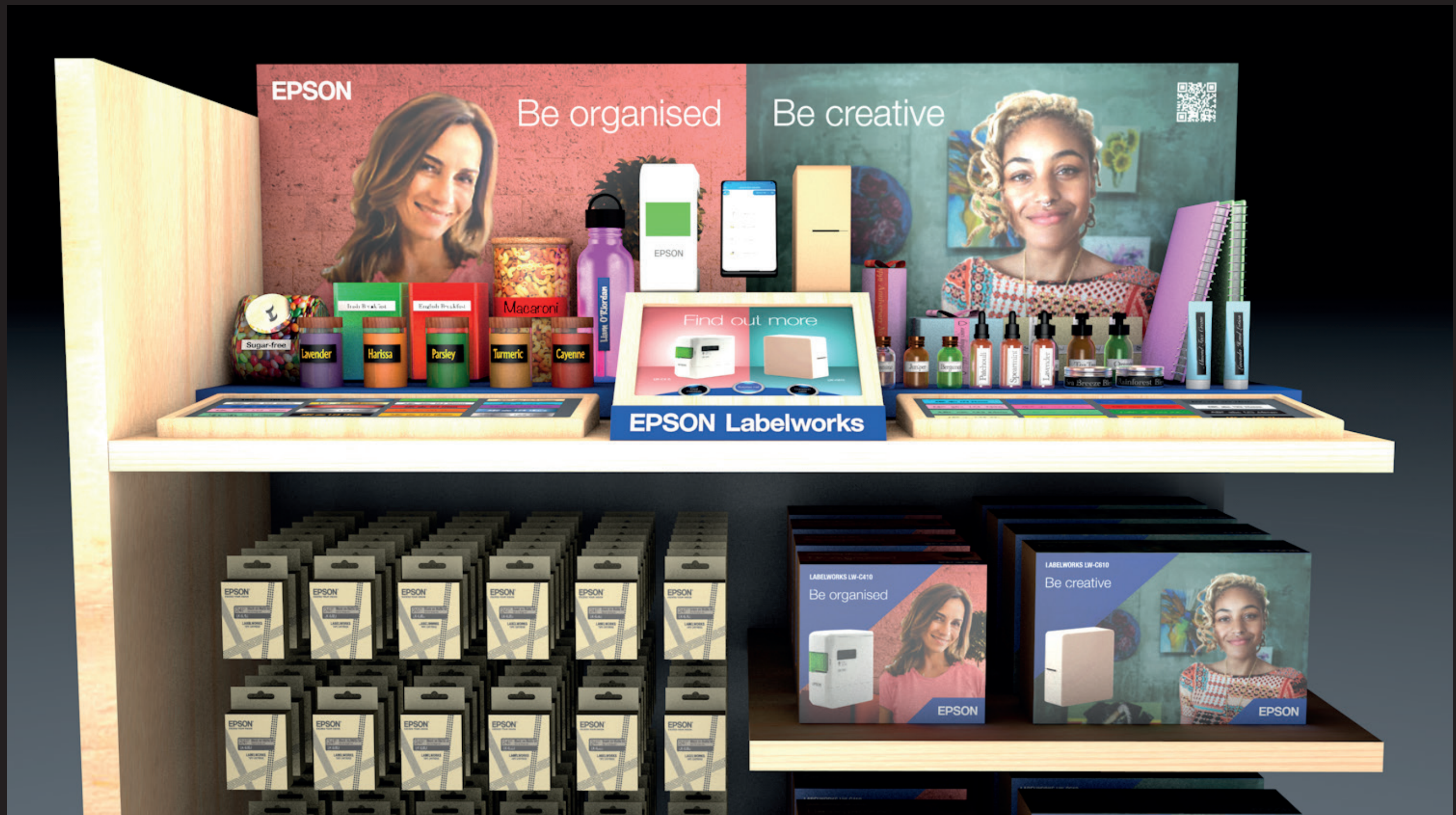
In the centre are both devices, and a mobile phone with the operating app for exploration. Also included is a touch screen to further explain the full potential of each of the products, and below, a full range of custom packaged devices plus printing media and consumables.





Be organised | Be creative

# Be organised | Be creative





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Be organised | Be creative





Be organised | Be creative





# Be organised | Be creative - O-Rings

LABELWORKS LW-C410

Be organised



EPSON

The image shows a woman with long brown hair smiling, wearing a pink t-shirt. To her left is a white Epson Labelworks LW-C410 printer with a green label being printed. The printer has a small display screen and the text 'LW-C410' and 'EPSON' on it. The background is a textured pink wall.

LABELWORKS LW-C610

Be creative



EPSON

The image shows a woman with blonde dreadlocks smiling, wearing a colorful patterned top. To her left is a white Epson Labelworks LW-C610 printer. The background is a textured green wall with some colorful artwork.



**EPSON**

Thank you