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Case study

Plenty more fish in the sea



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Interactive window display highlights the problems associated with overfishing and encourages passers-by to donate money to an important fishing responsibility campaign.

Project Ocean was launched in May 2011 in the window of Selfridges department store, Oxford Street, London. It was strategically positioned to inspire the public to: celebrate the beauty of the oceans, understand the threats resulting from over-fishing and, help make positive choices about the right fish to buy and eat.

DIVE INTO THE HISTORY

Back in 1906 Harry Gordon Selfridge - armed with his revolutionary understanding of publicity and the theatre of retail - set up his dream store. With a vision for it to be an all-day recreational experience, Selfridge placed a huge importance on visually immersive displays - this led to store becoming the pioneer of iconic window displays in London, setting the benchmark for the rest of the world.

Using the store's influential status within the retail sector - well known for being the first to have the latest trends in stock - combined with their creativity and knowledge of this engaging advertising medium, Selfridges found an innovative way to proactively support the Project Ocean campaign - by simply upgrading to touch.

WINDOW INTO THE OCEAN

Selfridges Project Ocean is a long-term partnership between Selfridges and The Zoological Society of London to stop overfishing, pollution and to protect our oceans through the creation of marine reserves. Selfridges brought on London agency 18 Feet to help them with the campaign design, the agency working closely with digital specialists Clusta.

The aim was to make sure the information around marine conservation was both clear and accessible, so the campaign became focused on communicating - visually - why and how we should protect our ocean ecosystems in a constructive and entertaining way.

Taking advantage of their extremely high footfall location, Selfridges were able to captivate vast audiences with this huge display - holding their attention with an appealing interactive application. This was a winning combination for increasing awareness, support and generating donations.

FISHING FOR DETAILS

Since inception Selfridges has been extremely innovative in the layout of the store and displays so it was natural for them to request the most innovative touch technology for their window display.

The 4x2m interactive window was an excellent combination of hardware, custom software, four 80" (2.03m) dnp cross-prism screens, a digital display system and touch enabled using a massive 134" visualplanet touchfoil supplied by visualplanet partner Paradigm AV.

Passers-by were encouraged to interact with the ocean scene at a street level. Sending a text donation to the cause would then trigger a fish to 'being born' in real time on the screen signifying that their money had been received. The live animation of the fish's birth from the text donation was activated by a custom physics engine system created by the agency.

Due to the touchfoil's ability to work through any non-metallic surface, including thick glass - no modification was needed to the existing shop window in order to fit the display. The touchfoil is easily laminated onto the inside of the glass - the advantage of this behind-glass engineered technology means that the touch sensor is completely vandal proof and can easily withstand the elements - able to work in all weather conditions, the touchfoil even performs through the glass

when the user is wearing gloves. This ensures that the content can reach passers-by at all times of the day and can continue to work to the high performance level expected.

To ensure that users interacted with the screen and stayed engaged to make a donation meant that it was important to have a responsive, reliable and natural touch experience combined with an intuitive and simple to use application. With a consistently high performance touch through thick glass, choosing the visualplanet touchfoil was the obvious for this installation.

With zero bezel the touchfoil is flat to the glass once laminated, therefore it is free from build-up of dust and dirt - maintaining the expected user experience and quality of display.

CATCHING ALL THE TECHNOLOGY

The agency developed a number of different digital touch points for the campaign, including a dynamic website, iPhone app as well as the vast interactive digital ocean window display. These mediums enabled the reach and accessibility of the campaign to extend even further.

By asking the users to text the donation, the campaign was able to capture their details and measure ROI. Details could be used to continue communications with the donors, to give thanks and alert them of future promotions - making for a more personal user experience.

KEEP SWIMMING

Since its inception, Project Ocean has grown and evolved throughout the years. In partnership with ZSL, the global movement for marine protection was created through establishing the Marine Reserves Coalition (MRC). Since then they have brought together leading conservation groups in both the UK and abroad. The campaign - which also includes a window featuring chef Hugh Fearnley-Whittingstall and his Fish Fight concept - was officially opened by HRH the Prince of Wales.

Project Ocean has been extremely well received, with the website, iPhone app and window, all contributing significantly to generation of incremental donations towards the campaign. Nearly 4 million people saw Project Ocean's windows and 3000 Fish Guide iPhone apps have been downloaded to date. Over 50,000 visits to the Project Ocean website were seen within a 2 month period.

“ This window is an enormous achievement, and has set an exciting precedent for the use of technology in future Selfridges schemes. The outcome is a hugely successful, visually striking window, with a slick, user-friendly interactive element ”
Abi Shapiro - Production Manager, Selfridges





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