



BRAND BOOK
BY DAVID MORTIMER

BRAND VALUES

100% HUMAN



FLEXIBLE

TRANSPARENT

Continued...

ENTERTAINING



HONESTY



RESPECT

TRANSPARENT BOXES +

DIFFERENT SHADES OF RED

- Parental Pressure Presentation*
- T-Shirt*
- Iron-ons*
- Stickers*
- Posters*
- "The Instigator"*
- "The Weaseler"*
- Desktop Wallpapers*
- Email Blasts*

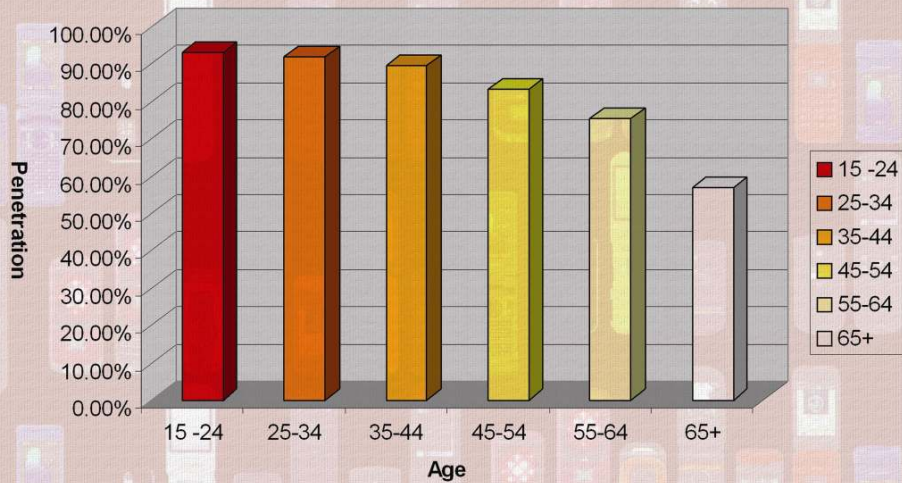


**CARRIED OVER TO
NEW STYLE**

PROJECTED OVER PHONES INSTEAD OF CLOUDS



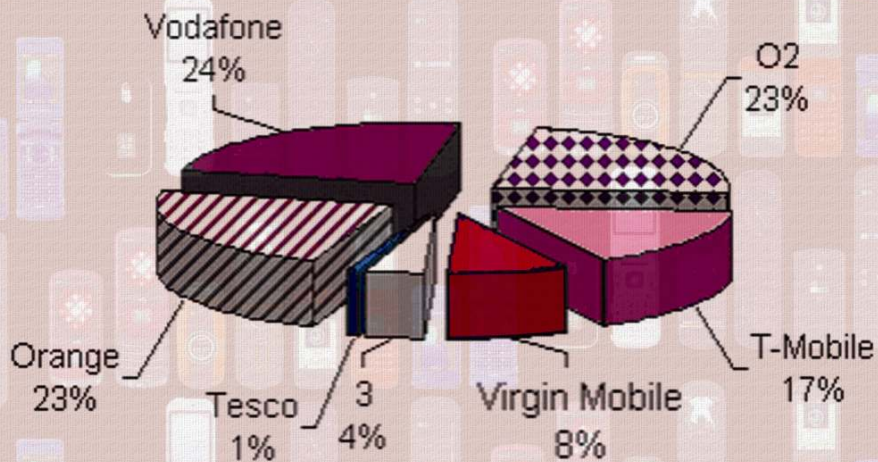
MOBILE PHONE PENETRATION (BY AGE)



**15-24 YEAR OLDS MOST LIKELY
TO OWN A MOBILE PHONE**

**THEREFORE, EASIEST TO PERSUADE TO
REPEATEDLY ENTER A PHONE SHOP**

MARKET POSITION



8% OF MOBILE NETWORK MARKET

**MOST POPULAR VIRTUAL OPERATOR
(USES T-MOBILE NETWORK FOR ITS SERVICES)**

MOST USED FEATURES

THE CAMERA!



AND MUSIC!

TRENDS

'BRAND DEMOCRATISATION'



GIVING THE CUSTOMER

CONTROL

OVER THE BRAND
AND ITS MATERIALS

TARGET MARKET PROFILE

Name: Matthew Johnson



Age: 17

Occupation: Student

Hobbies: Listening to / making music,
computer games.

Favourite stores: Urban Outfitters,
The Gadget Store

TV shows: T4 Music, The Gadget Show

Likes: His mates

Dislikes: Shopping with parents

TARGET MARKET PROFILE

Name: Lucy Camton



Age: 23

Occupation: Journalist

Hobbies: Photography, Shopping with the girls

Favourite stores: Apple Stores, H&M

TV shows: Celebrity Big Brother

Likes: Nature, Gossip

Dislikes: When she can't work her computer

iNspiration

Apple

Allow products to be used in the store



Provide lessons within the store on basic software



Boring Reference Bit: Apple, www.apple.com/ukstore

INSPIRATION - URBAN OUTFITTERS

LIVE MUSIC IN STORE



PERSONAL 'HUMAN' TOUCH

Boring Reference Bit: Urban Outfitters <http://www.urbanoutfitters.com/>



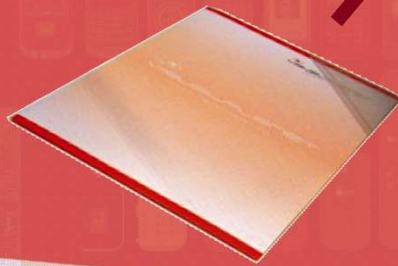
THE

CAMPAIGN



PROJECTOR

**TOUCH
SCREEN
WINDOW
DISPLAY =**



**TRANSPARENT
TOUCH
SCREEN
FOIL**

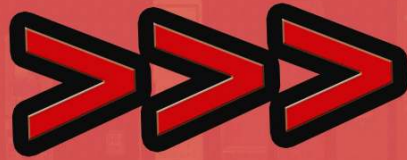
CAMERA

**Virgin Mobile supports the use of
camera phones for art!
If you take a picture of someone using a
phone, it could be used in the store.**



**Send your photo to the photo phone in the shop
via bluetooth etc. It could be used in different
material depending on the phone's resolution**

CAMERA - MATERIALS



Low Resolution Cameras

Top-up Cards

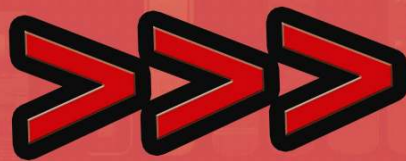


Medium Resolution Cameras

Display Leaflets



Window Display



High Resolution Cameras



CAMERA - HELP



To help budding photographers there will be computers with Photoshop in the store, as well as regular help from a professional



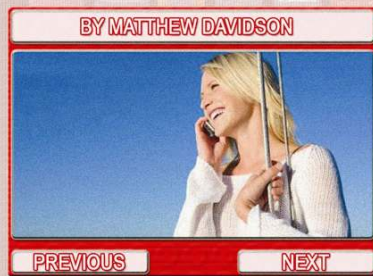
There will also be a blue screen at the back of the store to make producing a great photo for the store even easier!



MUSIC

Music requests can be texted to the instore music phone and local bands can bluetooth their music to it.

Suggested songs will be added to the play list. Select them on the touch screen window.



Current song playing is displayed instore

THE KILLERS - SOMEBODY TOLD ME
SUGGESTED BY - DAN SHRIMPON



COMPETITION

Solve the in-store mysteries
to win a photo shoot with a top celeb

Customers can meet their heroes and get their
work used in Virgin Mobile promotions



While also learning how to use the more
complicated features of the newest phones

COMPETITION

Clues about which celebrity will be doing a photo shoot are hidden in the features of the display phones. eg.



MMS Messages



Voice Mail



Favourite WAP Sites

Email



THE STANDS



Phone display looks like On/Off switch from the front and the Call button from the side. Links into button feel of Virgin Mobile logo

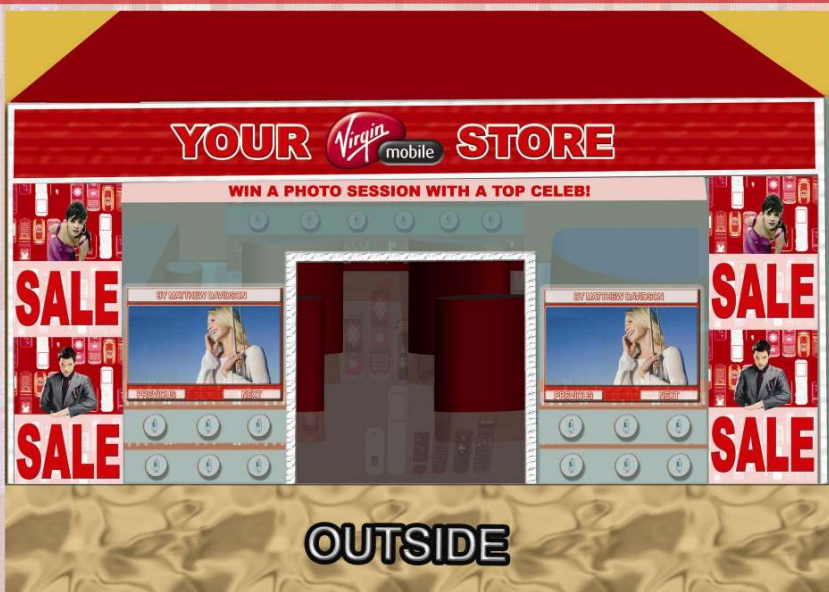
Stand uses see through panels and a faded version of the background phones



THE STORE



INSIDE



OUTSIDE

Virgin Mobile Rational

The brief I was given by Virgin Mobile was to create an engaging and innovative in-store experience. This was to encompass all in-store material and designs and carry over the Virgin Mobile tone of voice, which is funny and original, containing no corporate bollocks and presented in glorious Virgin Technicolor.

The store will be aiming to attract 16-24 year old males and females, who have a passion for the new and exciting. They will always be after the latest fashion, be it clothes or technology. However, getting them in the store once is not enough. These people should always be checking out the store, to see what's new and what's changed.

This has led to the concept of 'Your Virgin Mobile Store'. Everything from the window displays to the in-store leaflets will change each week. But it will not be designed by some overpaid artist, but by the consumers themselves. The trend for uploading content on to Youtube and personalised social sites like MySpace show that young people are eager to make their mark on the world, and Virgin Mobile is giving them an outlet for it.

Consumers will be able to upload their phone's photographs and music to the in-store phones. As long as the picture has a phone in it somewhere, it is up for consideration for use in everything from top-up cards to leaflets. The very best photographs will be used on the state of the art touch screen window display. There passers by will be able to flick through the photos to adjust how the store is presented and even select the music track which will be played around the store by using the main window as a speaker. These brand new gadgets will lure in the technology hungry consumer Virgin Mobile desires. The popularity of phones with cameras and music capabilities means that entrants should be in good supply too.

For those who like technology but find it confusing, Photoshop lessons will occur in the store, run by professionals. There will also be a blue screen out the back to help people practise their skills. The display phones will also be part of a mystery game, which involves consumers investigating the phones most complicated features to get clues about a celebrity. This will help avoid confusion about features such as email and WAP, while giving consumers who win the competition a chance to photograph that celebrity, for use on promotional material. Helping consumers with difficult software and features has been a big draw for Apple stores, and by taking the idea of helping the consumer even further, it should work well for Virgin Mobile too.

All of these features will be presented using the Virgin Mobile colours mixed with a new funky phone, multi-tone, red background. The handset displays will also play on the way the Virgin mobile logo looks like a phone's button by being both an 'on/off' symbol and a 'call' symbol, depending on which angle you view it from.

'Your Virgin Mobile Store' will be a unique place in any high street or shopping centre and should be ideal at attracting young fashionable consumers and keeping them coming back for more. It also links in perfectly with Virgin Mobile's brand values of being a transparent, flexible and human company, that is for the people.