

## **Qwest: Interactive touch and unprecedented success**

### **Objective:**

The target market for The Qwest Connected Home was broad. Using a reverse-marketing model, Qwest wanted to bring four well-known corporate brands together to expand their customer base. PG Exhibits was asked to create a free-standing sales unit was needed or placement inside shopping centers. It was key that the four brands –Xbox, Slingbox, DirecTV and Qwest Broadband by Windows Live –be marketed in a way that did not draw business from Qwest stores already in the centers.

### **Target Audience:**

Unique and non-traditional customers aged 14 to 65.

### **Strategy:**

PG Exhibits needed to develop a sales space that could display four well-known brands equally and be inviting and informational to elusive consumers in a broad demographic. PG also wanted to enable a number of customers to interact with each of the brands simultaneously, increasing foot traffic and potential sales.

Using their experiential marketing approach, PG decided to move beyond the traditional kiosk and design a cutting edge, fully interactive space with four touch-screen applications –one for each major brand. Customers would be engaged by the state-of-the-art approach. The design would need to seamlessly incorporate multiple Central Processing Units and point-of-sale units.

### **Result:**

Qwest gives PG Exhibits credit for bringing The Qwest Connected Home concept to life in the most successful launch of a retail channel in Qwest history. The interactive touch screen, an industry leading approach to marketing, is the heart and soul of the experience for potential customers. The model proved itself cash-flow positive three months into a six-month trial, and retail real estate ownership groups, noting the look and feel of the kiosk, have approached Qwest, requesting the kiosks be placed in their properties. Qwest now plans a broad expansion of this marketing concept to 300 stores nationwide.

C a s e S t u d y : Q w e s t C o m m u n i c a t i o n s



# Qwest E-Pod Retail Store



## Case Study: Qwest Communications

