



# Michigan Avenue Beats Pink Pill

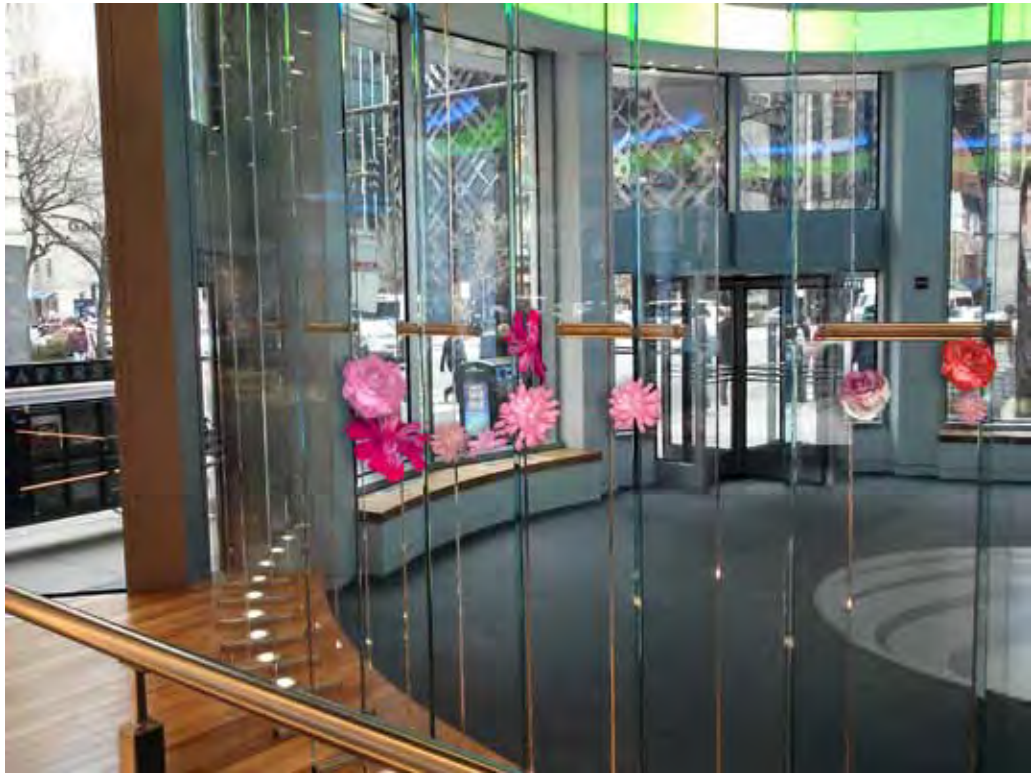
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March 14, 2013

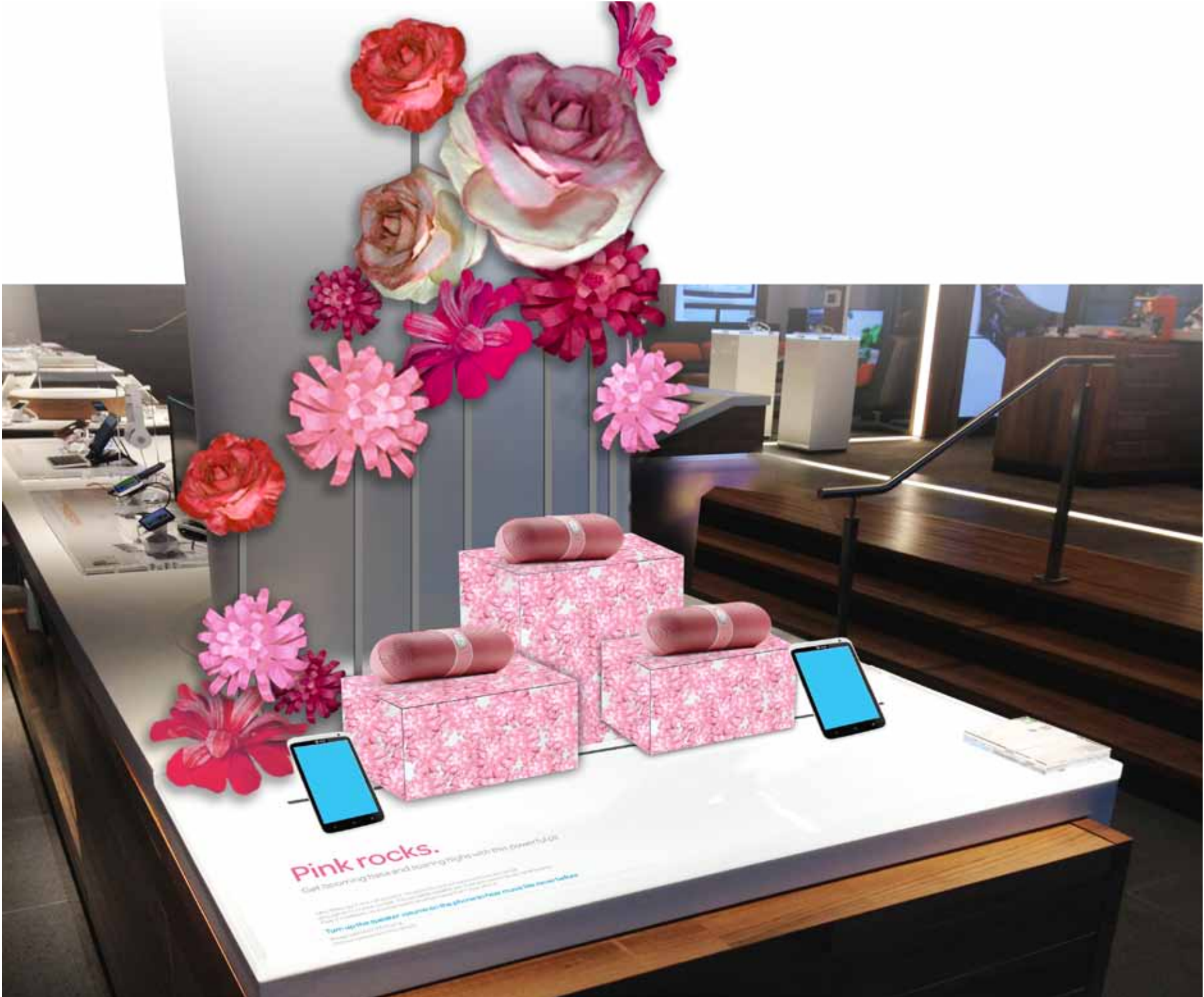
# Environmental Takeover – Flower Power Spring Excitement



Spring has arrived at Michigan Avenue as delicious paper flowers explode in the windows and rotunda. Customers are attracted to the show of color, which is echoed in the hero area and gift table displays. The Connect wall is “taken over” by a time-lapse video of a blooming peony with messaging that ties into the Beats Pill pink theme.

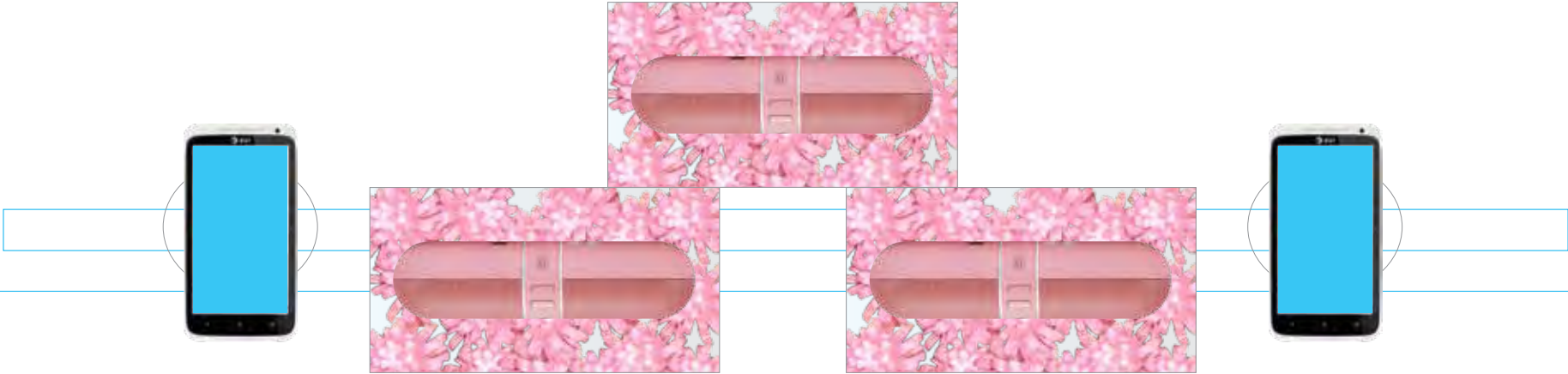


# Environmental Hero View V1 – Paper Flower-Filled Plexi Boxes



Large paper flowers dance on the column, and cascade down to the table, enveloping the space and creating a showcase environment for the Beats Pill grouping. Pills are presented in high-fashion style, on clear plexi box risers filled with smaller versions of the pink flowers on the column.

# Table Overhead View V1 – Paper Flower-Filled Plexi Boxes



**Pink rocks.**

Get booming bass and soaring highs with this powerful pink speaker. **Found exclusively at AT&T.**

Who knew such a small speaker could produce such a powerful sound. Small enough to fit in your pocket, this portable speaker can turn any event into an instant party. Plus, it's wireless, so you can easily change tracks from your phone.

**Turn up the speaker volume on the phone to hear music like never before.**

Shown with the HTC One™ X.  
Visit our runway for more details.


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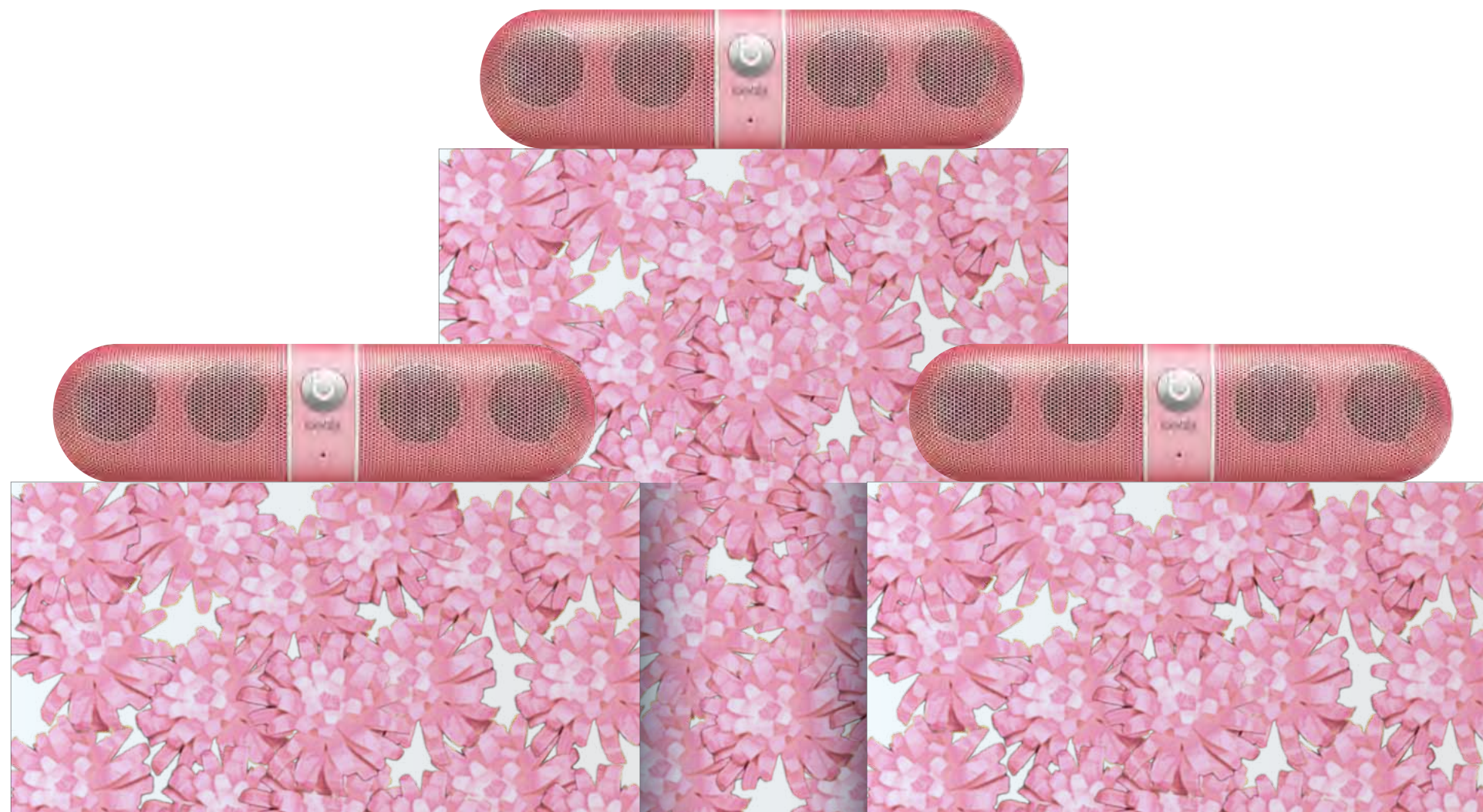
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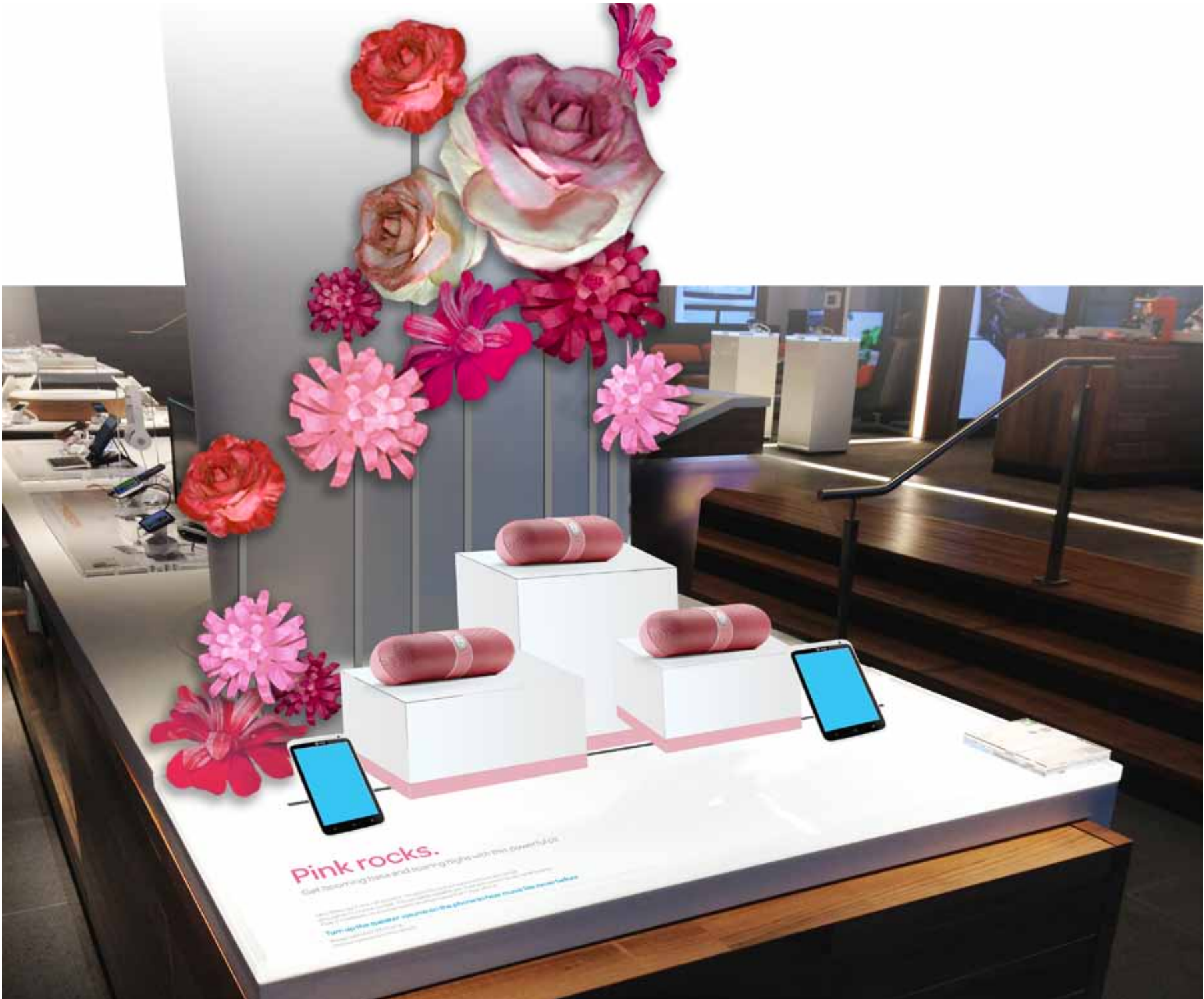


# Pill Display Detail V1 – Paper Flower-Filled Plexi Boxes

Front two boxes are 8.5" wide x 4.5" high x 4.5" deep. Rear box is 8.5" wide x 9" high x 4.5" deep.

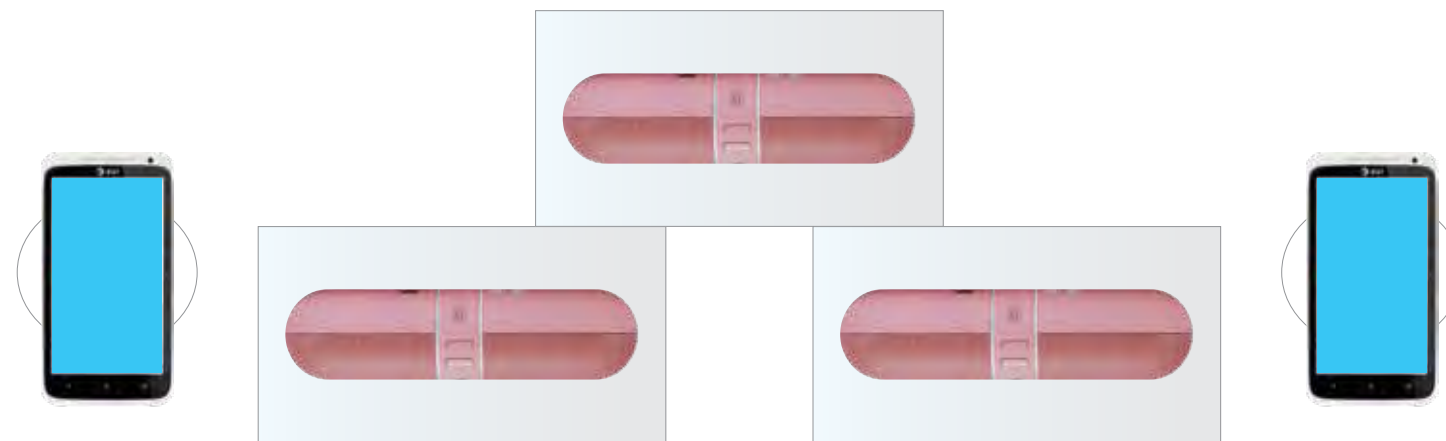


# Environmental Hero View V2 – Pink-Trimmed White Plexi Boxes



Large paper flowers dance on the column, and cascade down to the table, enveloping the space and creating a showcase environment for the Beats Pill grouping. Pills are presented in high-fashion style, on white plexi boxes delicately trimmed in pink.

# Table Overhead View



## Pink rocks.

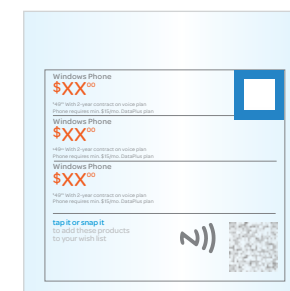
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## Pill Display Detail V2 – Pink-Trimmed White Plexi Boxes

Front two boxes are 8.5” wide x 4.5” high x 4.5” deep. Rear box is 8.5” wide x 9” high x 4.5” deep. Boxes made of clear plexi backed with white on the inside. The pink stripe is on the outside surface of the box, adding dimension detail to the risers.

