

kounter^{BD}

Agency Creds

Innovators across Retail
Experience touchpoints

The Business Credibility

We are here to elevate the retail experience for your customers at a critical time

And deliver advocates, increased sales, repeat business and boosted reputation

We bring the fresh energy to reimagine retail experiences...

...whilst being part of the Bluedog Group, with it's 23 years of expertise in retail, live, digital and creative work

The importance of brand theatre is, more than ever, fundamental for a new era of retail competition

How we work



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Retail Activations

doplr^{BD}

Live Experiences

HEX^{BD}

Digital & Content

Culture & Values

Shared agency pillars

We're client
obsessed

We believe in
being where
the action is

We're courageously
honest in the way
we act

We're
detailed
orientated

Anything is
possible is the
mantra we live
and die by

We build
integrated
thinking and
delivery

We believe in
being a force
for good

The retail company you'd keep

Our clients help define us as we learn and develop together.
And some of our retail relationships have lasted 21 years.



Across a global footprint

We have full international capabilities and experience,
with hub offices in core continents:





What we do

Retail
Design

Domestic Retail
Activations

Visual
Merchandising

Influencer
Activations

Creative
Services

Interactive
Pop-Up Shop

Retail
Strategy

Digital
Integration

Logistical &
Storage Services

Seasonal
Displays

Point of Sale
Materials

Shop
Fit Out

Travel Retail
Activations

Campaigns

Experiential
Content

Installation &
Build Services



RITTER SPORT WORLD OF CHOCOLATE CAMPAIGN

EUROPE

Brief

Working with Ritter Sport to provide full design concept, build, logistics and delivery of a number of innovative World of Chocolate activations across European airports.

Solution

We came up with a colourful concept in line with Ritter Sport's company ethos of being ambitious, innovative and sustainable.

Consumers were given the ability to engage with the brand through scanning QR codes taking them to dedicated microsites to learn more about Ritter Sport, the company and its products. By interacting with a touchless vending machine, consumers could also receive a free chocolate sample. An infotainment tower and tree was placed in the centre of the activation to beautifully outline the brand's carbon neutral certification journey.

Execution

The engagement with the interactive vending machine has far surpassed the targets we set ahead of the activation going live. Launched first at Zürich Airport, followed by Frankfurt Airport, this was one of the most innovative activations Zürich airport has ever seen.

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TREASURY 19 CRIMES LHR T2 CTT

LONDON

Brief

Having previously delivered award-winning activations for Treasury Wine Estates, we were tasked with creating yet another impressive activation, this time in Heathrow Terminal 2.

Solution

With the ambition to attract the attention of over 25,000 visitors per day, we created a bespoke wine experience, where customers could make personalised bottle labels by uploading images of themselves onto a bottle, interact with AR technology to educate themselves and sample.

Execution

We built a number of stunning furniture items that truly reflected the brand and this edgy product. Housing all technology seamlessly we have designed the units in a way that allows us to reuse them across other contentainment sites. They are going into Stansted in October 2022 along with a giant replica wine bottle.





HARIBO AIRPORT ACTIVATIONS

EMEA

Brief

Designing, creating and installing a number of activations and temporary gondolas for the 100 year “Bearsday” promotions across Europe. For this specific campaign we worked with Haribo to produce the full creative solution, artwork and production.

Solution

We came up with a bold creative solution that not only celebrated 100 years of the Goldbear but that also allowed product to shine when part of the display.

Execution

Delivering executions across Germany, Spain, Austria, Romania, the Nordics and the Middle East in 2022.



L'ORÉAL KÉRASTASE WALLBAYS EMEA

Brief

Providing maintenance and production support for permanent wallbays across EMEA airports for L'Oréal.

Solution

Given our unique position as an agency with passes to all major European airports we have been able to carry out site visits and influence the design process throughout based on findings.

Execution

We have been able to coordinate simultaneous updates in Alicante, Barcelona, Lisbon, Palma de Mallorca and Valencia, to maximise brand impact, broaden product awareness and engagement and drive sales. We have so far delivered installations across 7 countries to date with another 5 on the horizon.

FOREO H BEAUTY END CAP SHELF TOPPERS

UNITED KINGDOM

Brief

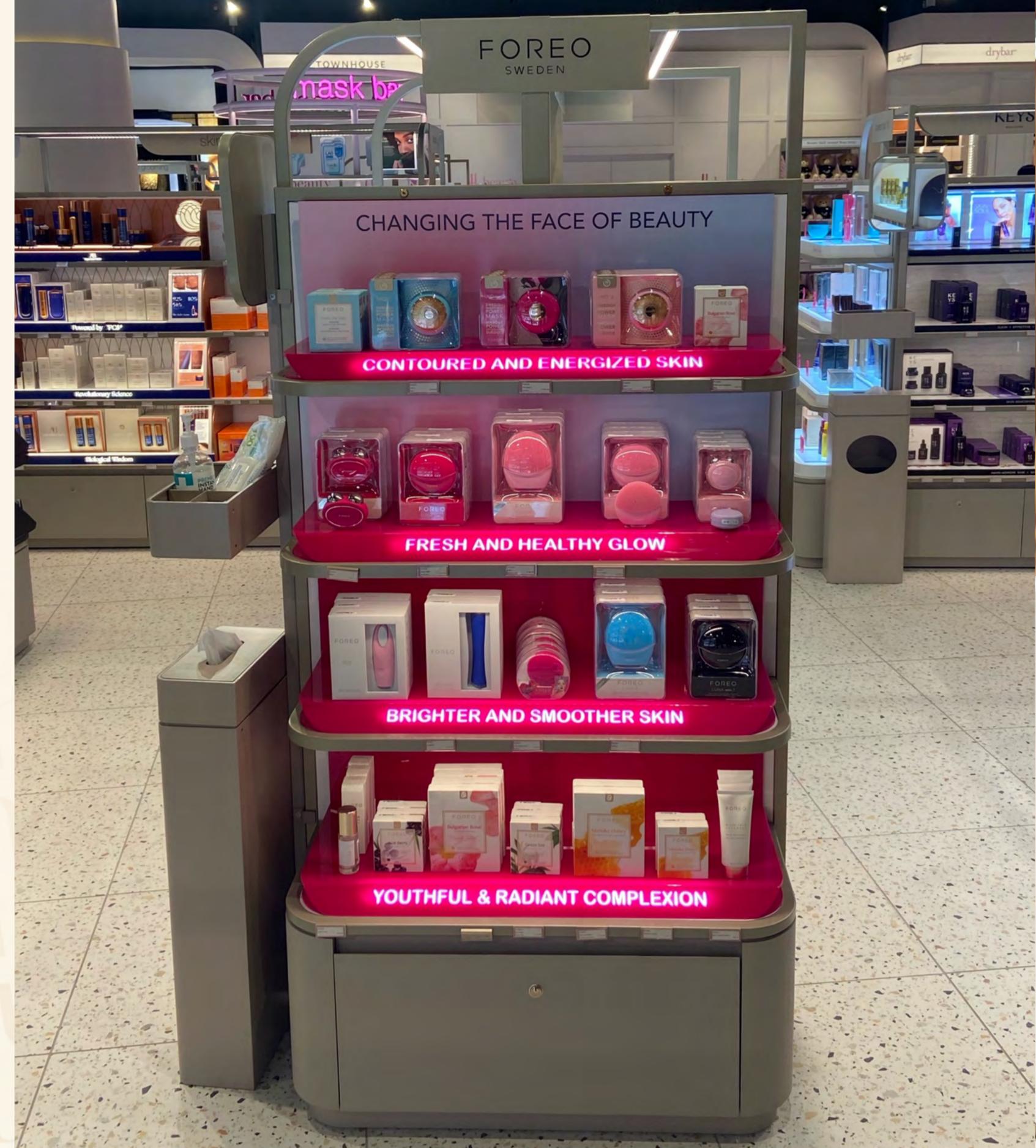
Designing, manufacturing and installing end cap shelf toppers in various places across the UK, including Newcastle, Milton Keynes and Bristol at all new H Beauty stores.

Solution

We carefully designed an impactful and bright shelf topper that could be scaled per site. Ensuring it fit the existing gondola perfectly.

Execution

We have coordinated the production and installation of these projects over the last 12 months.





PAT MCGRATH HAMAD PERMANENT UNITS

QATAR

Brief

Having delivered a few permanent and temporary fixtures in Europe since Pat McGrath made global travel retail debut in 2021, we expanded our collaboration to Qatar this year and were tasked with installing beautiful permanent units at Hamad Airport.

Solution

Production and installation of the units locally in Qatar through out Dubai HQ to save the client on shipping costs.

Execution

Pat McGrath Labs brings a must-have collection of high-performance cosmetics to all, setting the global beauty trends and elevating the art of makeup. Many more of these to follow across the globe in travel retail so keep an eye open when next at the airport for these stunning display units.



LA MER CONCOURSE ACTIVATION

ISTANBUL

Brief

Tasked by Estée Lauder to raise awareness and drive traffic to this impressive structure. We created an experiential journey that breaks free from the conventional and complex world of skin-care and cleansing.

Solution

We designed the jar in a way that engaged consumers' sense of sight, sound, touch and smell, creating a holistic multi-sensorial brand experience.

Execution

The activation took place in Istanbul airport and was also planned for London Heathrow Terminal 2 (before COVID-19 hit). Seen by over one million people, the client was extremely impressed with results generated from the activation.

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PACO RABANNE SELFRIDGES SECOND FLOOR

LONDON

Brief

Working with Selfridges to increase the visibility of the first NFT project in the Cornershop, by finding a suitable way to showcase 'The 12 Unwearables' collection, 12 archived dresses dating back decades.

Solution

The space was wrapped in aluminium scaffolding showcasing 'The 12 Unwearables' collection.

Execution

Thanks to our skilled metal working team, we were able to deliver despite having to meet a tight deadline.

Consumers were able to view 'The 12 Unwearables' in physical form at the Cornershop as part of Selfridges' art exhibition Universe last March. The dresses have been redeveloped virtually, with Paco Rabanne's founder's vision returning with new radicality in the metaverse where fashion can transcend what we wear in reality.





CHANEL SELFRIDGES CORNER SHOP

LONDON

Brief

Challenged to implement the newest fashion line across this month-long activation in the Selfridges Corner Shop.

Solution

We sustainably constructed all of the structures using metals and other sustainable materials, whilst keeping a real wow-factor across the entire activation.

Execution

Due to the success of the launch, we were then tasked with the removal of the fixtures before installing them into Chanel's own flagship store in central London.



GODIVA PERMANENT FIXTURES AIRPORTS

UNITED KINGDOM

Brief

We were challenged by Godiva to design, produce and install a number of permanent fixtures across major UK airports.

Solution

Carrying out all required airport site visits before the design process had started, we were able to use this in-depth knowledge of each space to not only build various elements concurrently but also in a more cost-effective manner.

Execution

Installing all wallbays and gondola across a 5-day period we were able to re-vamp Godiva's appearance to passengers and allow them to display their SKUs in a premium way.

FERRERO AIRPORT ACTIVATIONS

UNITED KINGDOM

Brief

Working with Ferrero to produce and implement a number of impressive activations and custom-made fixtures across UK airports.

Solution

We sustainably designed and built all possible fixtures from metal and from moulding to achieve the precise and exact shapes of each character on display.

Execution

With the brand getting sign-off of their plans for the largest activation later than planned, we were on the back foot to deliver the clients' vision but through our excellent metal working and moulding teams we were able to deliver an impressive activation that the client has used various fixtures from in other European activations.





QUINTESSENTIAL BRANDS ACTIVATIONS

EMEA

Brief

Working with Quintessential to bring all their brands to life in travel retail, with a special focus on Ophir and the Bloom Gin. Ranging from month-long activations through to gondolas and permanent fixtures.

Solution

Delivering an eye catching and stand out design for each brand and activation, aligning with each brand values.

Execution

The above Bloom Gin activation was recently launched at Glasgow Airport and has been very positively received by both client and customers.



CAMPARI VIRGIN LOUNGE TAKEOVER LONDON

Brief

Working with the team at Campari, we received a very last-minute brief to transform the Virgin Lounge mezzanine level into a Campari branded space for Negroni week.

Solution

Without any formal designs, we carried out site visits, established the spaces that we felt would work best for branding to be applied and then proposed these to the brand whilst creating the POS materials alongside this. Due to such short lead times, we used our existing relationships with the team at Virgin to call in favours and ensure that the activation could still take place.

Execution

Installing across a 3 hour time window, to avoid our client having to pay for Virgin staff to remain on out of hours we were able to transform the space through a clever use of lighting around the periphery and full branding of the bar and shelving unit.



BACARDI GREY GOOSE ACTIVATIONS & PERMANENT FIXTURES

EUROPE

Brief

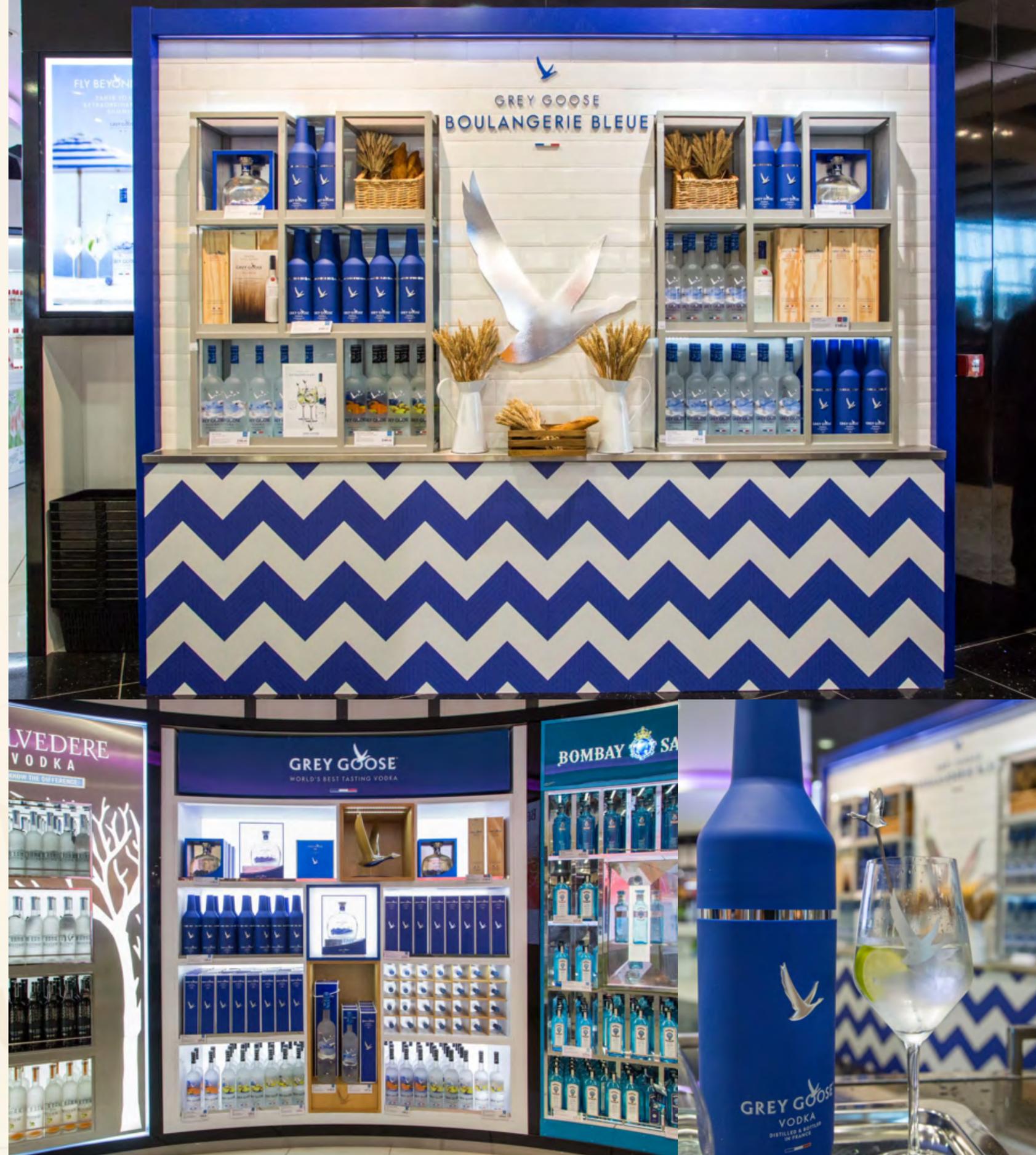
Working with the Grey Goose team we have manufactured and installed a number of temporary activations and permanent fixtures into airports across Europe.

Solution

Also, being true to the brand heritage, we have always delivered unique and flawless projects. Whether it is using tiles, wood, metal or plastics we have been able to deliver on budget, to deadline and to high standard for the team at Bacardi.

Execution

Knowing all the temporary activation spaces well, we are able to elevate the fixtures that we produce to another level, whether it is through the inclusion of lighting fixtures, chrome finishes or simply knowing what works best in any given space.





BOMBAY SAPHIRE CONCOURSE ACTIVATION LHR T5 LONDON

Brief

To deliver an impressive and multi-sensory activation in the main concourse in Heathrow Terminal 5.

Solution

The brief presented a number of initial challenges that we were able to overcome, working with our design team, JCDecaux, Heathrow and Dufry. Furthermore, we were able to create a virtual reality experience

that allowed passengers to experience the distillery without having to leave the concourse.

Execution

Installing over a single night with a crew of over 40, we were able to bring an exceptionally looking activation to life for the 6 weeks that it was live.

Results

With over 3 millions passengers seeing the activation, Bacardi were able to show direct correlation between this and a notable increase in sales of Bombay Sapphire at Heathrow along with a spike in distillery tour bookings in the 3 months following.

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JOHN DEWAR'S CONCOURSE ACTIVATION FRA T1 FRANKFURT

Brief

To bring John Dewar's to life for passengers at Frankfurt airport, with the requirement for there to be a multi-sensory experience in addition to passenger tasting.

Solution

Using electro-magnets we were able to create a first for the travel retail industry. Submerging the magnets in water, scented with various John Dewar's ingredients the magnets then vibrated turning the water into scented vapour, allowing passengers to remove a bung from the cloche and smell the ingredients. Furthermore, we build the entire structure and flooring from metal, making the entire delivery of the project extremely sustainable.

Execution

With a very short window of time to install the structure we threw everything we had at this project to deliver a stunning outcome. As proof of the success of this campaign and the creative solutions we implemented, Bacardi are still using our water vapour solution 5 years on.

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HALEWOOD ACTIVATIONS

EMEA

Brief

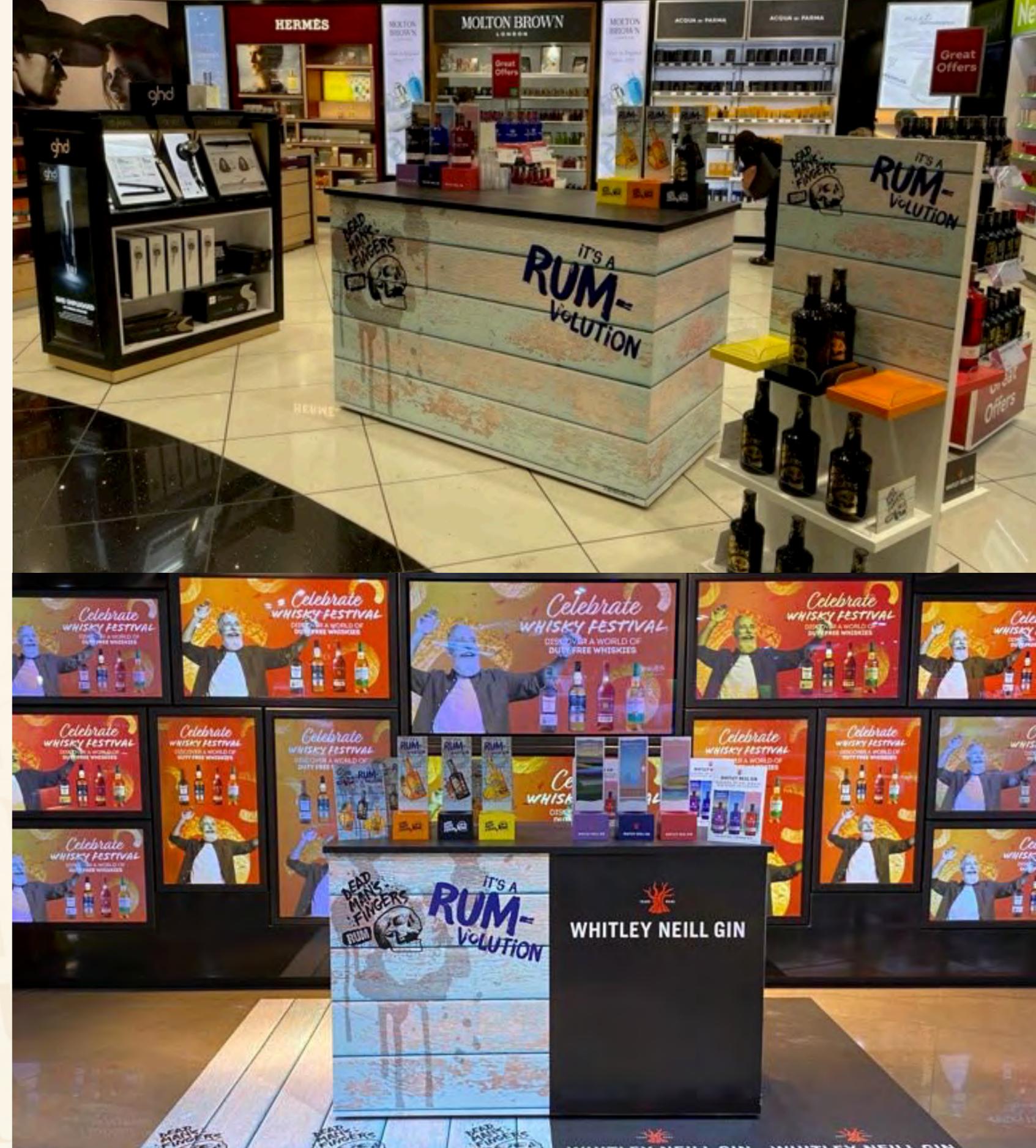
Working with our long-term client Halewood, to tell their unique brand stories, elevate products and provide new and unusual experiences to consumers.

Solution

With these tasting bars we were tasked with showcasing the launch of Dead Man's Fingers but also highlighting the hugely popular Whitley Neill Gin and did so through an impactful design and some stunning bottle glorifiers.

Execution

A full 360-degree service, from concept creation through to production, installation and removal.



Closing thoughts

What's keeping you awake at night
(that we might be able to help with)?

What do you think are the drivers you need more
of in your retail executions?

What have you seen in the travel retail
sector that is making you think differently?

Thank you for your time

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