



PlayNetwork Develops a Far Reaching Spectrum of Music and Media Solutions That Invigorates FedEx Office Brand And Customers



Products/Services

- Original Video Production
- Music Services
- Messaging Services
- A/V Systems Integration

Results

- Energized brand experience across multiple touchpoints
- Original video series
- A/V systems overhaul
- Highly customized music program

Vertical Industry

- Specialty Retail

Country/Region

- United States—National

Challenge

Invigorate FedEx Office's quiet design, copy, and print centers through music, messaging and video for all of their nearly 1,800 locations.

Solution

PlayNetwork built a comprehensive media program designed to create impact with customers in-store while communicating the value of brand across various touchpoints.

- PlayNetwork developed a flexible, branded music concept with five custom channels for optimal music choice at FedEx Office centers.
- To drive in-store marketing opportunities, PlayNetwork created and produced an overhead messaging program with ongoing promotional and staff-related content.
- Created and launched an original short-form documentary series called "Small Business Big Potential," featuring real FedEx Office customers evangelizing FedEx Office's success in meeting their business needs.
- Upgraded and installed new high-performance audio/video systems to deliver the new audio and video content in all of the FedEx Office locations.
- Generated new live content for branded usage with artist promotion events curated by PlayNetwork and sponsored by FedEx Office at SXSW 2012 and 2013.

Results

Highly Customized Experience – The audio and video content creates a vibrant, unique FedEx Office experience that is flexible for the different centers, but always on brand and consistent from center to center. The system installations at the centers provide visual and aural impact, replicated for all 1,800 locations.

Giving Customers a Voice – The original "Small Business Big Potential" video series drives deeper connections with customers by giving back to the brand's customer base, empowering them with a voice to communicate the brand's positive impact for small businesses.

Far-Reaching Media Program – The media program's complementary parts create a spectrum of opportunities for the brand to be in front of customers, evangelize the brand through music supervision and video programming in-store, online, and through artist promotions including SXSW events in 2012 and 2013. The video series also includes soundtracks curated by PlayNetwork from new and emerging artists and is extended online at http://www.fedex.com/us/office/small_business_big_potential.html.