

# Rolling out a new big Coop campaign

At Stibo Complete, we love helping to bring campaigns to life – in both traditional and unconventional ways. Recently, we were involved in just that, as we once again helped launch a major campaign for Coop – the introduction of the chain's new concept, the PrimeKonto account.

Stibo Complete was responsible for everything from printing posters, ceiling signs and floor stickers to shelf wobblers, elliptical totem displays, stickers and much more for all of Coop's almost 1,100 stores around the country.

## Decoration that attracts attention

In addition to the in-store campaign, Coop needed a large decoration in the assembly hall of the chain's headquarters in Albertslund. The decoration was intended to attract attention and help ensure that all Coop employees were aware of the new message and the many benefits of a PrimeKonto account. So we had to be more creative.

Based on Coop's requirements, Stibo Complete created a 2.5-metre mobile phone that now hangs freely from the ceiling in the assembly hall. All the benefits of using the PrimeKonto account in the Coop app also spring out from the mobile phone.

*We are extremely pleased with how Stibo Complete has managed to execute the decoration here in our assembly hall at HQ. They have managed to make it just as light and elegant as we had hoped. High praise from here!*

**Christina Bundgaard**  
Marketing Consultant at Coop

At the entrance, a 4-metre long hopscotch grid has also been created, which also reminds employees of all the benefits of the PrimeKonto account in a fun and different way.

If you have any questions or would like advice on a campaign or event you are holding, please contact our POS specialist, Christian Mortensen:

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