Agility course for Coop employees

In connection with the massive marketing campaign for the chain's new concept: Scan & Betal ("Scan & Pay"), we delivered new POS materials to 700 Coop stores. We also helped develop an internal event for Coop's own employees to ensure that everyone at the head office in Albertslund gets to grips with the Scan & Betal concept.

Alongside the team behind Scan & Betal, we had the pleasure of helping with the development, production and set-up of an agility course where employees can compete to see who can shop the fastest using Scan & Pay. The agility course includes a stopwatch with a buzzer, which is mounted in the re-board portal.

If you have any questions or would like advice on an event you are holding, please contact Christian Mortensen at cmor@stibo.com or on tel.: +45 24 87 68 05.

In the video below, you can see how it went when Coop's CEO, Peter Høgsted, and Group CEO, Jan Madsen, tested and inaugurated the new agility course.

Case: Coop

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