

Case Studies | Mercury Cougar Launch

**Opportunity:**

Mercury Division was searching for ways to visually reinforce their "Imagine T.V." ad campaign in dealership showrooms, as well as promote the launch of the new Cougar.

Audiences:

Consumers, dealership managers and sales personnel

**Solution:**

Design and produce a larger-than-life, in-dealership display that would remind consumers of Mercury's advertising campaign. The display would also display key features of the new Cougar.

**Project Specifics:**

- Custom Programs designed a square-shaped display with six different cubes. Each cube would display different visuals and selected written copy.
- For easy assembly, cubes were designed to stack at angles on top of each other. This design also enables the display to be updated with new cubes displaying new features or other new Mercury products as they were launched.
- Creative design included back-lit lenticular images of four of Mercury's Imagine T.V. commercials. These images were placed into what appeared to be actual television sets. The lenticular images give off the appearance of motion as a viewer walks by.
- Backlighting was accomplished using a highly-durable electric light.
- This exclusive Custom Programs design was shipped to 2,600 Mercury Dealerships.

**Results:**

- Numerous compliments have been received from the client and their Dealers. Dealers are particularly excited about the actual design and incorporation of the lenticular images.
- Custom Programs was contracted to produce and ship a mid-year update cube for the display.

