

Action at
the POS



The cube wins the attention of shoppers at the POS through its large format and its eye-catching design. You are invited to enter the display and immerse yourself in the world of Cyberpunk 2077.

Schoepe Display implements 360 degree POS campaign for Cyberpunk 2077

Welcome to Night City

The first trailer for the action role-playing game Cyberpunk 2077 appeared in 2013 and reached twelve million calls in the first few weeks. Since then, gaming fans have been looking forward to the launch. This hype has also reached the POS: on time for the product launch in December 2020, displays win the attention of shoppers and whisk them away into the dystopian town Night City.

Whether street fights with criminals from the underground, deals with renegade artificial intelligences or wild car chases – this is what scenes from the open world action adventure Cyberpunk

2077 look like, which takes place in Night City. In the megalopolis in California the residents are obsessed of power, glamour and body modifications. The player takes over in the first person view the

role of a lawless mercenary named V who fights to find the unique implant – the key to immortality. Gender, appearance, cyberware, skills and play style of the character can be chosen at will. Actor Keanu Reeves (Matrix, 1999) is an ambassador for Cyberpunk 2077. He plays an important role in the game and appears again and again during the course of the game. V receives orders and makes his own decisions. In this way, each player experiences his own story. How did you manage to present this world at the POS? Display spoke with Anja Kiendl, Managing Director Kiendl Marketing, and Jörg Ramöller, Head of Sales Schoepe Display.



„The cube is four meters long, two meters wide and 2.50 meters high and therefore gigantic for a display. It is also very unusual that shoppers can walk into a display.“

Jörg Ramöller, Head of Sales Schoepe Display

DISPLAY: Which actors were involved in the implementation of the campaign?

ANJA KIENDL: The realization of the POS promotion was an interplay between the agency Kiendl and trade marketing from game maker Bandai Namco on the one hand and Schoepe Display on the other hand.

DISPLAY: What are the goals of the manufacturer Bandai Namco with this POS promotion?

ANJA KIENDL: The long-awaited release of the new Cyberpunk 2077 game is proactively accompanied by the campaign at the POS in order to attract the attention of shoppers. The launch will take place on time for the start of next generation consoles PlayStation 5 and Xbox Series X. With the displays we also ensure a secondary placement in retail and help to anchor the cover in the minds of consumers.

Schoepe Display

The owner-managed medium-sized company specializes in the development, manufacture and logistics of displays made of cardboard and corrugated board for the POS. The company employs more than 200 people at the Dahlewitz and Dahme/Mark locations and has a production and storage area of around 20,000 square meters. Schoepe Display offers holistic solutions from the first idea to the graphic design, creation of samples and production to delivery to the trade. Since January 2020, the company has been producing CO₂-neutrally in accordance with the Greenhouse Gas Protocol Scope 1 and 2.

DISPLAY: How did this project succeed?

JÖRG RAMÖLLER: We have designed three completely different displays that meet the various requirements at the POS. The free standing display unit (FSDU) is a combination display with two facings. It stages the male and the female character and can be added through a goods tower. The cube, on the other hand, is an information-carrying, accessible display. It is four meters long, two meters wide and 2.50 meters high and therefore has gigantic dimensions for a display.

DISPLAY: How did the idea for the design come about?

ANJA KIENDL: My team and I designed the POS campaign holistically. The shoppers should be aware of the world of Cyberpunk 2077 from afar. The eye-catching design of the cube comes from the game and conveys the feeling of the player when he goes to Night City. The FSDUs show the two protagonists and their shining collars and are therefore clearly recognizable from both sides as the ambassador of the game. Goods can be presented on both displays; they offer space for up to 200 games.

DISPLAY: What materials were used to produce the displays?

JÖRG RAMÖLLER: The POS placement was produced CO₂-neutrally at Schoepe Display and consists of digitally printed, FSC-certified corrugated cardboard. The illuminated collar made it necessary to use a foil. Problem-free disposal via the waste paper system after the campaign is also a decisive factor.

DISPLAY: What special features does the display offer?

JÖRG RAMÖLLER: A printed plastic foil ensures the necessary refraction of light in front of the LED lamps to highlight the jacket's collar. It is also very unusual that shoppers can walk into a display. In addition to the safety aspects for the end customer, the ceiling construction also had to be „sprinkler-capable“. We have also incorporated inspection flaps, to ensure the power supply for the big screen.

ANJA KIENDL: A tattoo couch was placed in the



The free standing display unit (FSDU) stages the characters of Cyberpunk 2077 and can also be expanded with an eye-catching product presentation of the games.

cube, as well as LEDs and a TV screen on which a trailer is shown.

DISPLAY: To what extent does retail benefit from the campaign?

ANJA KIENDL: With the display, retailers are offering their customers an eye-catching appearance for the new game: Shoppers immerse themselves in the world of Cyberpunk. At the same time, the POS placement provides employees with a lot of argumentation aids for sales discussions.

DISPLAY: In which sales channels and in which countries is the promotion running?

ANJA KIENDL: The display for Cyberpunk 2077 will be installed at Media-Saturn. The placement agreements with the individual markets were made by Kiendl. The selection was based on the following criteria: The cubes were positioned in markets that had the appropriate space and customer frequency. In addition, the number of games on site was decisive. The POS solution will attract attention in both Germany and Austria.

DISPLAY: In which areas was the display placed in the market?

ANJA KIENDL: Both the cube and the FSDU require a special area. This can be



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Anja Kiendl,
Managing Director of Kiendl Marketing

KIENDL Marketing Strategy Service GmbH

The family company KIENDL Marketing was founded in Hamburg in 1992. Since then, the owner-managed full-service agency has specialized in comprehensive POS concepts that offer experience-oriented brand presentations. Among other things, KIENDL Marketing is an expert for the use of sales consultants and promoters, for visual merchandising, merchandising, POS teams as well as for shop fitting and the organization and implementation of all sizes. Customers include manufacturers of games and toys, stationery and consumer technology as well as from the lifestyle sector.

»» in the entrance area, in the games department or in the checkout area.

DISPLAY: Who was responsible on site to set up and equip the displays?

ANJA KIENDL: Kiendl has external employee structures to implement various services at the POS. For Cyberpunk 2077, the merchandiser teams were on the move nationwide and in Austria for three days and set up the cubes, FSDUs and towers and equipped them with goods on site.

DISPLAY: In which time slot does the campaign run in retail?

ANJA KIENDL: Cyberpunk had its release on December 10th, 2020. The displays developed for this will be placed at the POS for six to eight weeks.

DISPLAY: Which additional advertising measures support the product launch?

ANJA KIENDL: The development of the game has been followed in the community for years. Every screenshot, every appearance by Keanu Reeves or the key visuals of the main protagonists are celebrated, commented on and distributed on the social media channels. In addition, a targeted marketing campaign was started in TV, print and social media as well as in the form of outdoor posters.

DISPLAY: How much time did the project take until delivery of the displays?

JÖRG RAMÖLLER: From the first idea through planning, construction and production to the roll-out of the display, the project spanned three months.

DISPLAY: Is the cooperation between the project partners new or have there already been joint assignments?

ANJA KIENDL: Kiendl has been Bandai Namco's full-service POS agency for ten years. That is why we were commissioned, for example, for the POS marketing of games such as Dark Souls and The Witcher. The collaboration with Schoepe has also existed for years and is based on a common creative wavelength that leads to success again and again through inspiring and constructive discussions, great ideas and quick solutions.

DISPLAY: Thank you for the interview. <<

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The design of the displays in Yellow stands out at the POS and draws shoppers' eyes to the launch of the Cyberpunk 2077 game.

Bandai Namco

As part of the Japanese Bandai Namco Group, a leader in the global entertainment industry, Bandai Namco Entertainment Europe publishes and distributes video games and entertainment products in Europe, the Middle East, Africa and Asia / Pacific. The head office is in Lyon. The titles include Pac-Man, Tekken, Little Nightmares and The Dark Pictures, among others.