

THE HEAT GROUP UNVEILS THE FIRST “DIGITAL-POP” MERCHANDISING UNIT FOR COSMETICS IN AUSTRALIA



The Heat Group have unveiled the first ever ‘digital pop’ cosmetics unit in Australia in Myer Brisbane. The Max Factor unit is a unique concept and the first of its kind in cosmetics. Myer currently has exclusive use of the unit with plans to roll it out to Myer Melbourne in the next few months and into other Myer stores in line with the refurbishments in their cosmetic departments.

The unit features a large digital display screen in the centre panel that runs digital quality promotional ‘ads’ continuously to launch new products and promotions. The footage also includes make-up artist tips and ‘how-tos’, as well as the brand’s television ads. This new ‘digital pop’ medium has proven to be a great success around the world in the retail environment but has never been used on a permanent cosmetics display unit.

In addition to the ‘digital pop’ feature, a local Heat initiative, the Max Factor unit has been redesigned in line with the new global look for Max Factor, featuring a charcoal grey metal finish with surrounding ‘star-like’ lights. It also has improved product presentation, making shopping easier for customers.

Other new features of the stand include a large promotional/display shelf which can hold two promotional counter trays at once or can be used for other display items. The shelf has a built-in tissue box, a mirror and three holders for ‘Get the Look’ information booklets that form part of all Max Factor campaigns.

“The ‘digital pop’ concept is a major breakthrough in cosmetics merchandising and in the communication of the Max Factor brand to customers,” said Bev Craig, Creative Director of

The Heat Group. “Heat, Procter & Gamble and Myer are extremely excited about this unique feature that will be used to give customers more product information and product knowledge in addition to driving sales. We look forward to the units being rolled out across Australia,” she said.

About The Heat Group

Thinking beauty, think Heat. With leading cosmetic brands, Max Factor and Covergirl, and now the new and exciting Police fragrance range, Heat is recognized as one of Australia's most successful emerging companies, an award-winning Employer of Choice with an established track record of growing brands. Founded in 2000, Heat prides itself on its unique company culture and sums this up in three words given to it by the Heat team: *creative, dynamic, passionate*. For more information on The Heat Group visit www.heatgroup.com.au

For more information on The Heat Group or to access high res images, please contact Dani Lombard at Markson Sparks! on (02) 9699 2000 or dani@marksonsparks.com.

