



Entertainment, Digital Transformation

- Introduction of Experiential and Transformative Design, Social Media and Master Brand Strategy in OSN's Interactive Kiosks and Experiential Showrooms throughout the Arabic World.
- Bringing the region's largest Entertainment Provider into the digital era and reinforcing its reputation as the region's premier entertainment brand.

Created for: OSN

Presented By: Pico, **Raymond Nadeau, Creative Director**

OSN Entertainment - Case Study – Digitally Transformed, Integrated Kiosks and Showrooms Throughout The Arabic World.

- OSN, Pico, LBLM – 2017 - 2018.
- Harnessing Technology. Integrated Consumer Engagement - Building on a Platform of Advanced Technology and Augmented Reality.
- A New OSN For A New World. The Future of Entertainment. New Modes of Consumption.
- Digitizing Retail. Moving Towards A Virtual, Augmented Consumer Experience that lives beyond one dimension or device.

Showroom Interior



OSN Kiosk & Showroom Design Ideation



Background

- **Orbit Showtime Network (OSN, stylized as “osn”)** is a direct-broadcast satellite provider serving the Middle East and North Africa (MENA). It offers popular entertainment content such as movies, sporting events and various TV shows from major networks and studios such as Warner Bros., Paramount, HBO, Fox, Disney, Sony, ZEE Network, MGM, Universal, ESPN and DreamWorks in addition to local versions specifically for the MENA region. As of 2016, OSN offers 154 television channels, 53 high-definition channels and 3D entertainment in addition to web entertainment and Podcasts. OSN was formed as a result of the merger of two of the Mideast’s largest TV networks, Orbit and Showtime Arabia in 2009.
- Because of the cash economy of much of the Arabic world, cultural differences and a high proportion of ex-pat workers, OSN transactions remain largely kiosk-based and content must observe the morays and preferences of multiple cultures. In terms of enjoying OSN on multiple devices other than television and a range of technical capabilities underutilized by some current subscribers, concept sports are available in major markets that conduct transactions but also represent an introduction to contemporary entertainment options. Pico, OSN and I were brought in as a component of rebranding - and to a large degree bring OSN up to the consumer experiential standard that has become the hallmark of many Arabic locations such as Dubai. As part of a practical digital upgrade and overall rebranding, I function as lead Copywriter and Senior Creative Director working in tandem with Pico and OSN in all markets and across all platforms including social media.

Objective

- To support the experiential standards imbedded in the basic premise of the brand and its dominant competitive position.
- Reflect the diversity of various markets without compromising a position of being the best entertainment in the Arabic world.
- Eliminate paper and all elements suggesting outdated, unsustainable operations.
- To standardize a minimum level of consumer engagement across all platforms and locations.
- To infuse interactive, entertaining technology to position OSN as the leader not only in Arabic entertainment, but, also, as a global world-class entertainment provider rooted in Arabic culture and morays.

Objectives - continue

- Eliminate paper and create a reliable data-base that is based on algorithms and exploits past behavior to predict future consumer needs.
- Introduce the notion of multiple content delivery devices (phone, television, tablet, computer) and address how they might appeal to individual members of the family.
- Differentiate OSN through constant consumer engagement and direct interaction with strategic content and both pop-up and planned events.
- Convey pride in Arabic sensibilities while providing a range of both western and eastern content. Expand into Arabic Music and Original Content.
- Instill pride in OSN employees and enable their improved individual financial rewards. Shift the sales culture from one of pure sales to one that includes concierge service and is customized to encourage brand/concierge relationships.

Strategy

- Technology. Technology. Technology. Embed the latest experiential technology in ways that both delights and informs varied consumers.
- Create environments, via both kiosks and showrooms, that deliver on the quality built into the DNA of OSN.
- Appeal to women and children while respecting the traditional role of head of household purchase dynamics.
- Create superior choice to other large ex-pat populations – primarily Pilipino, Indians, Pakistanis, Americans and British, while delving into an effort to integrate Arabic, home-grown original and traditional content and music.
- Position OSN as a white knight brand against a handful of competitors that enjoy the advantage of other telecommunications services such as phones and Internet.

New Kiosk. Innovation Made Manifest.

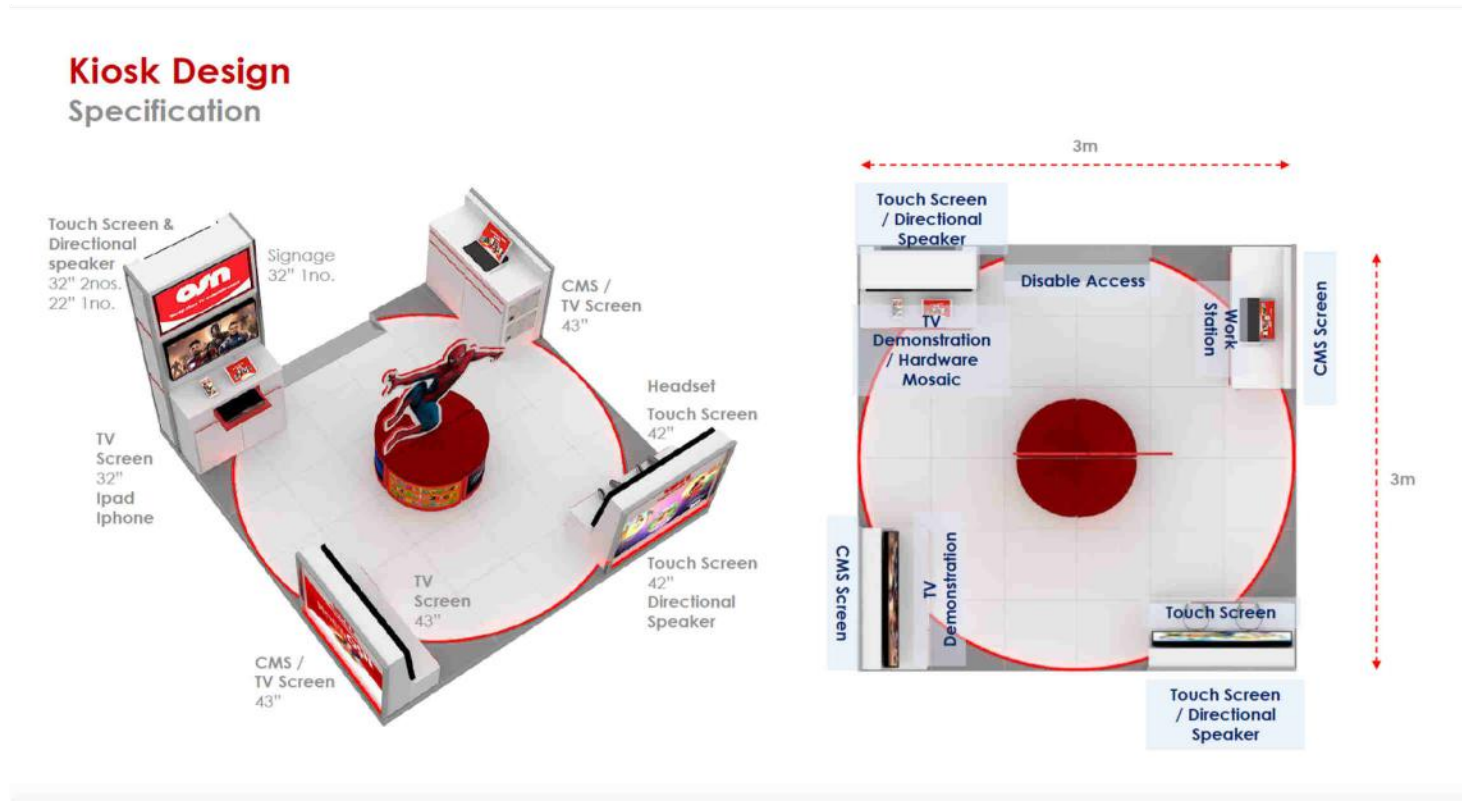
Location: Kuwait



Customized Interactive Experience Quadrants Delight Every Psychographic Profile Via A Full Sensorial Range of Sophisticated Technologies and Web Applications to Extend The Consumer Relationship Through On-Going Exclusive Content and Gaming Applications.



A World of Technology-Augmented Engagement and Experience Divided Into Psychographic Affinity Quadrants.





Kid's Sector. Messages and images are child-height and regulated by a universal content system. Interactive touch screens, holograms and targeted directional sound bring kid's television to life and ensures safety .

Kiosk Design

Kids Zone

- Interactive Touch Screen(Inside / Outside)
42" Touch Screen TV / 2 nos.
- Headphone / 2 nos.
- Directional Speaker / 1 no.
- Receiver / 1 no.
- Storage



Easy Is Better.

Kiosk Design

TV Demonstration Area

- CMS TV Screen(Outside)
43" TV / 1 no.
- Demonstration TV(Inside)
43" TV / 1 no.
- Receiver / 1 no.
- Storage



Paper has been eliminated, follow-up is automatically scheduled and a data base takes shape organically without losing a single piece of consumer insight.

Kiosk Design

Work Station Area

- CMS TV Screen(Outside)
43" TV / 1 no.
- Storage / Drawer & Cabinet type
- A4 Acrylic Holder for Certifications / 2 nos.



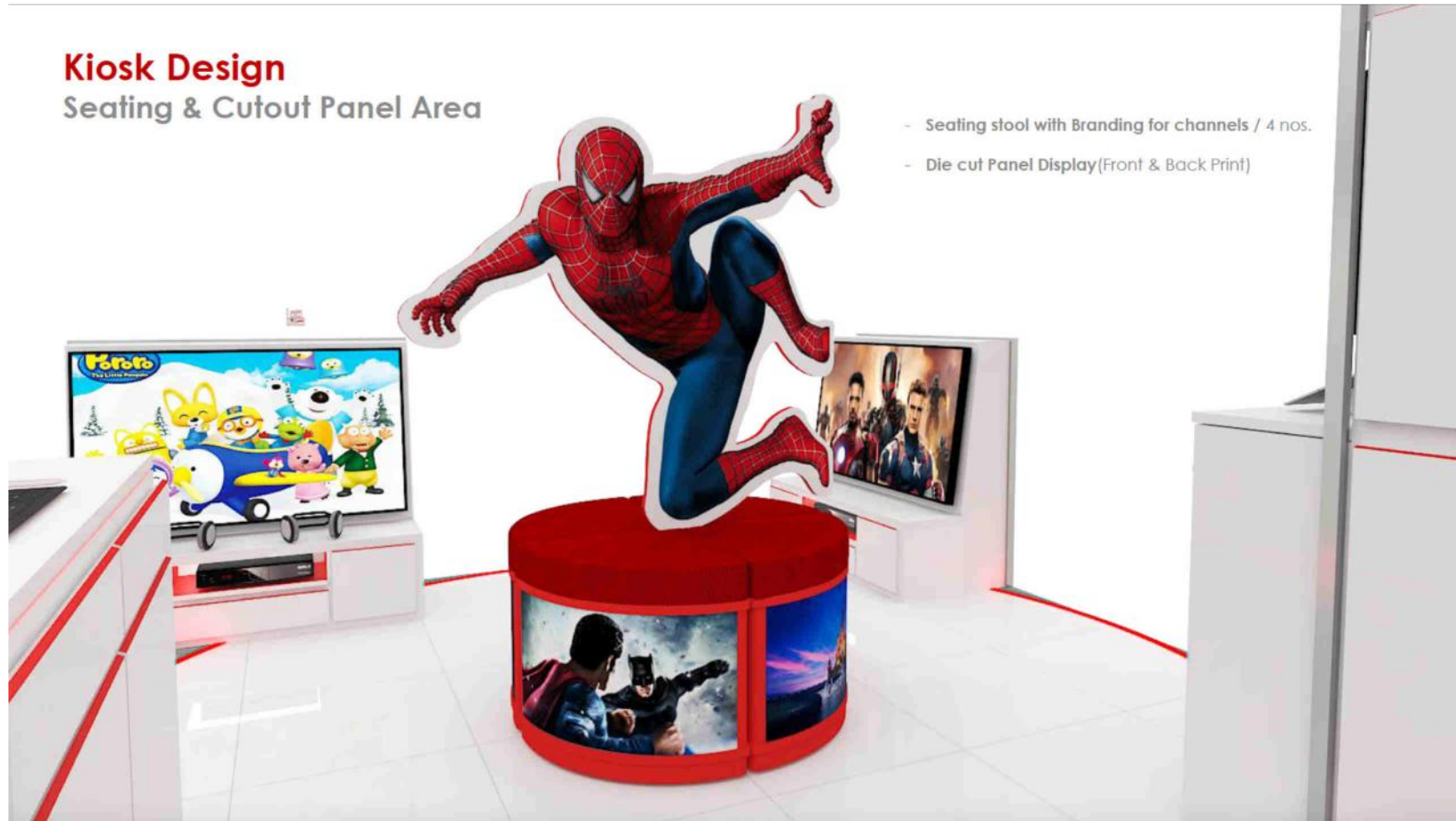
A world of broadcast options/devices. In order to heighten value, consumers view identical content on a full range of devices: television, tablet, phone and computers. Consumers are seen as family units with a range of consumption preferences. OSN addresses them all.

Kiosk Design
Interactive Pillar(Inside)
Anytime, Anywhere

- Digital Signage 32"
- Anytime, Anywhere Exp
32" TV / 1 no.
I phone / 1 no.
IPad / 1 no.
- Receiver 1 no.
- Storage



At the center of the kiosk is a composite chair composed of four parts. Each section emits diverse content while providing seating for business discussions between the consumer and an OSN "conciierge". 360° Content.



A set of interactive touch screens are stationed at both child and adult heights. Age-appropriate content is, thus, assured. Messages are both customized and “magic” in terms of experiential impact. In addition, directional sound never mentions business transactions to children

Kiosk Design

Interactive Pillar(Outside)

- Digital Signage 22"
- Interactive Touch Screen
32" Touch Screen / 2 nos.
- Directional Speaker 1 no.



Interactive Exterior Touch Screen Attracts Children.

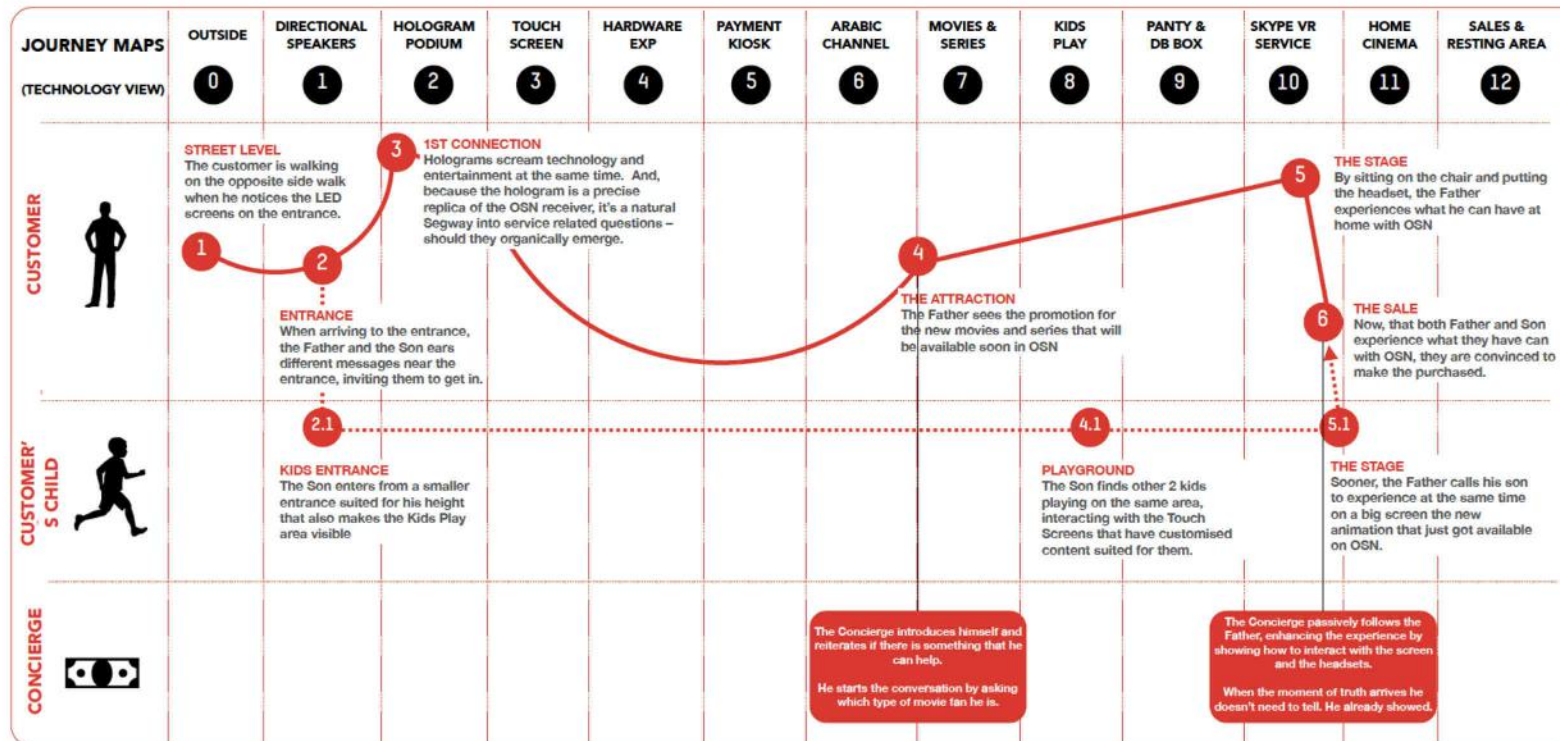


All Signage and Content Is Multilingual.
Arabic Influence Has Been Amplified.



Multiple hypothetical consumer journeys, through both kiosks and showrooms were mapped and designs/features adjusted to accommodate maximum fluidity and intuitive exploration.

SHOWROOM: ARABIC FAMILY



Kiosk Design

TV Demonstration Area

- CMS TV Screen(Outside)
43" TV / 1 no.
- Demonstration TV(Inside)
43" TV / 1 no.
- Receiver / 1 no.
- Storage



Manned vs. Unmanned Kiosk. Unmanned Kiosks include ATMs As Arabic Transactions are often performed in cash.



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Kiosk Design

Interactive Pillar(Outside)

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Even Windowless Showroom Variations of The Showroom Emit Energizing, Ambient Light.

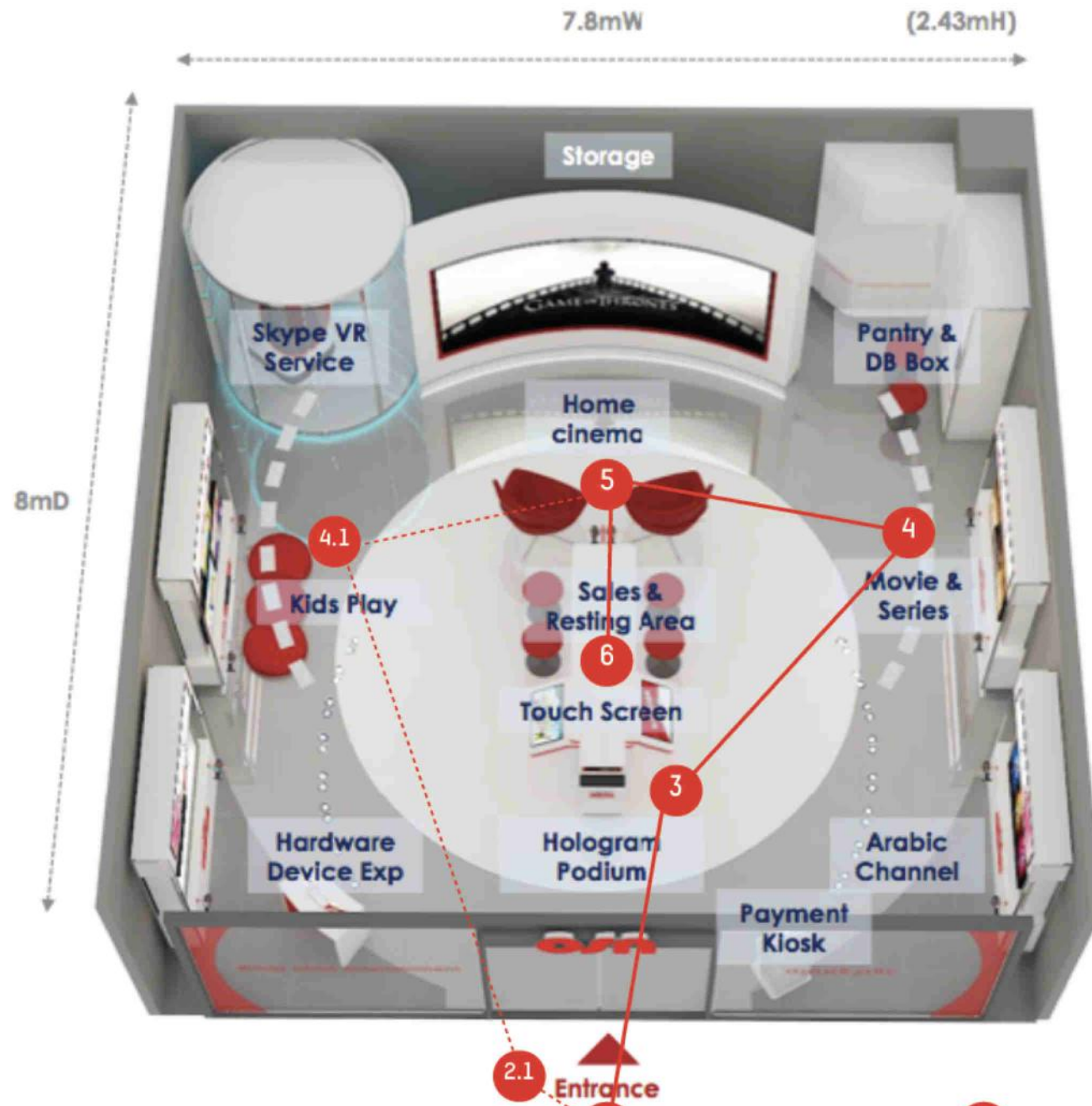


Interactive Exterior Touch Screen Attracts Children.



Introducing the OSN “The Spot” Wonder Store:

Showroom Floor Plan



Showroom Movie Theaters – focusing on local Arabic experimental and student films. Consumer testing is a fortuitous by-product.



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SHOWROOM: ARABIC FAMILY

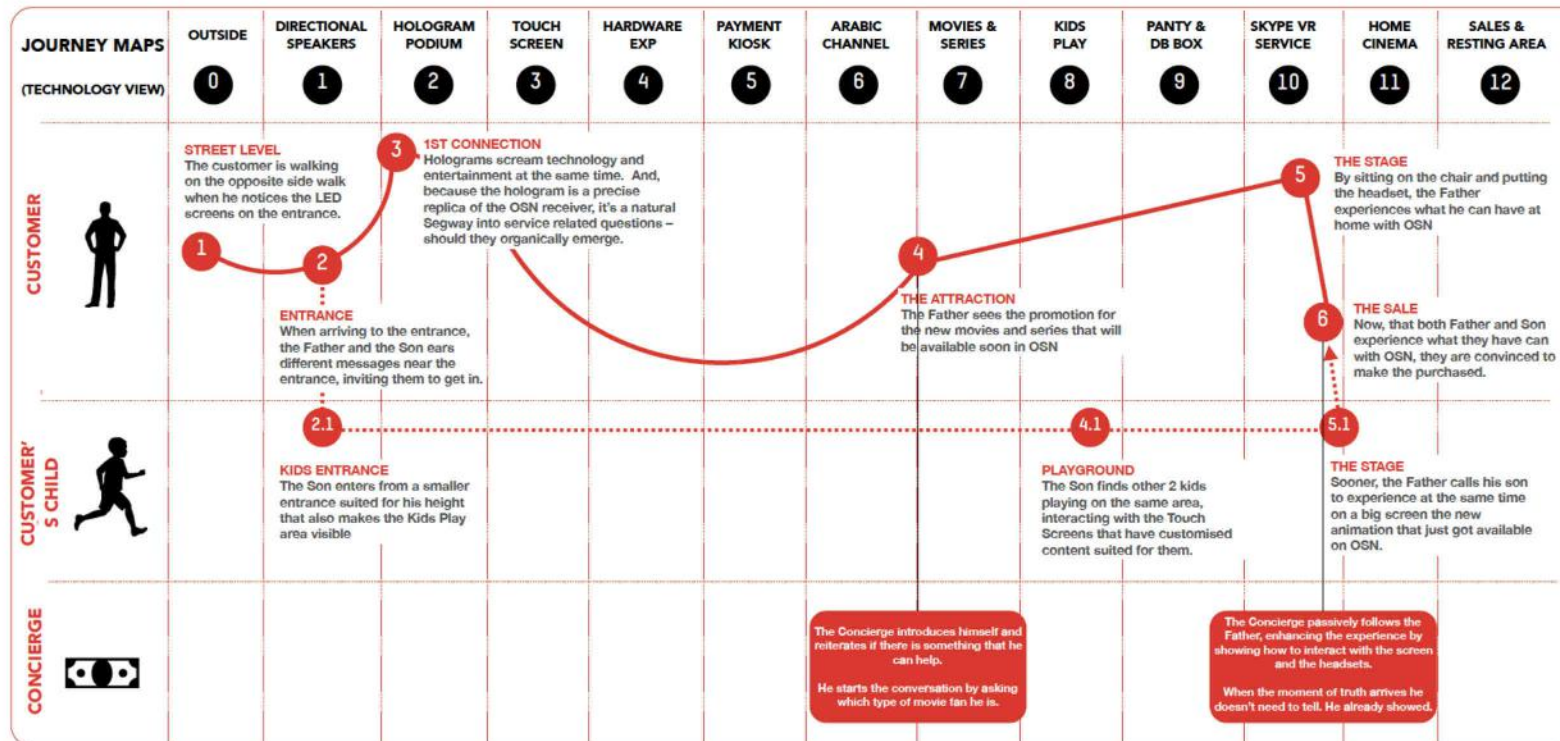




Image Mosaic – Constant Content, The Future of Entertainment and Commerce. Entertainment Never Sleeps.

