

Marketing and Sales Digital and Print Materials

Philips



Challenge: Communications support was needed for the new North American headquarters of a \$60B international corporation. Showcase the excellence and expertise that will be housed in the state-of-the-art facility in the heart of Silicon Valley by highlighting new consumer electronic products and services.

Solution: Develop signage, décor, displays, and other amenities for the facility to tell the story of the unique and innovative products that Philips offers across the globe. Supplement the physical presence with websites, presentations, handouts, and other communication materials—all within the corporate style and branding.

Results: Following its grand opening, The Philips Silicon Valley Center (PSVC) was quickly recognized as a center for new ideas, innovative design, and world-class products. Industry partners, organizations, distributors, and retail customers came to the PSVC to discuss business, make deals, and look to the future.

