



Store Experience Group

Vendor Partner Guidelines

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Introduction

Purpose:

The following guidelines describe the different areas used by vendors and the rules regarding how those areas are messaged. These rules should always be followed to ensure consistency throughout the store.

Preferred & prominent locations:

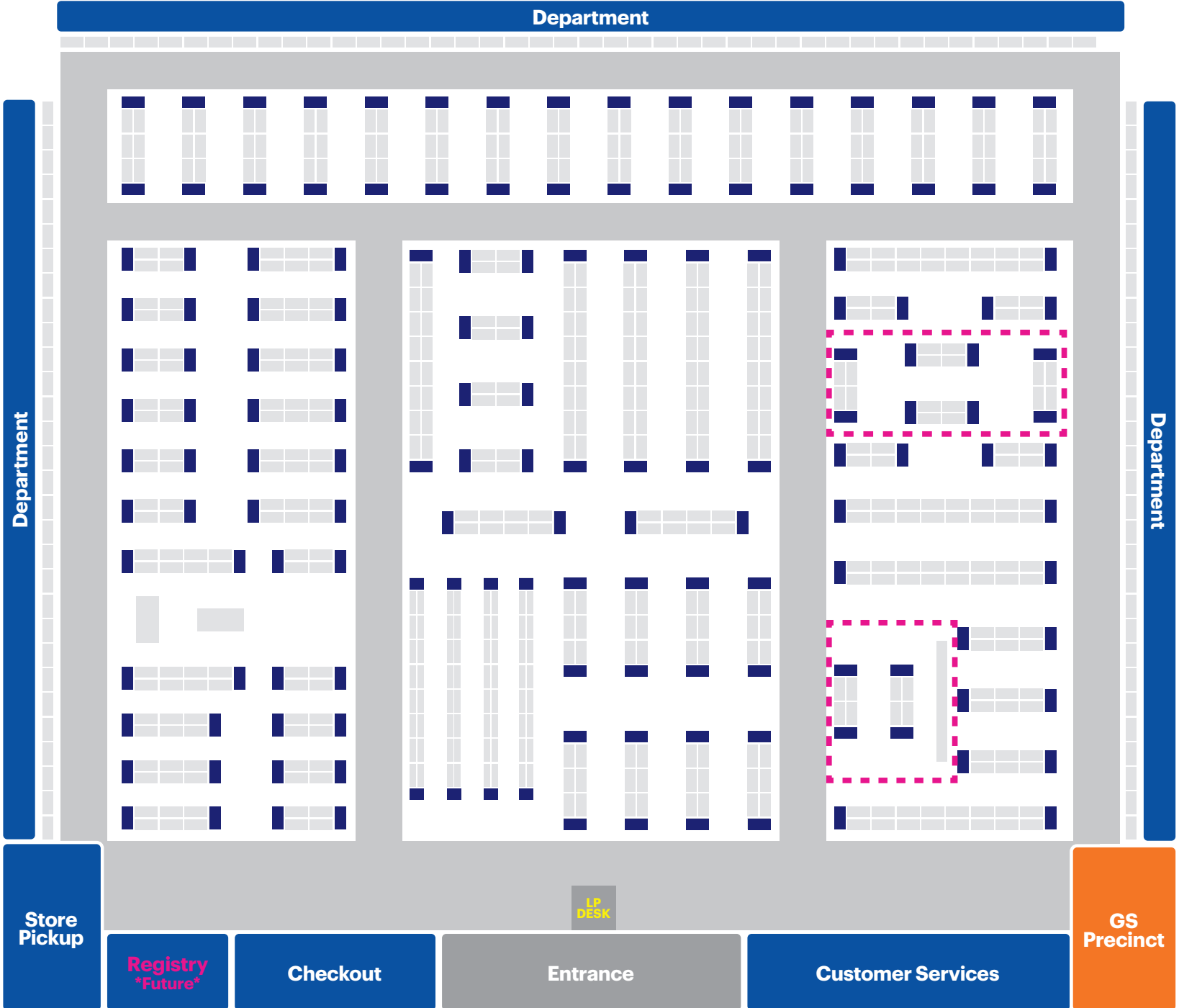
These areas are used by key partners to present compelling vendor stories. The locations:

- Generally flank labor zones
- Consist of endcap and inline displays
- Follow the general fixture and safety requirements for displays
- Communicate in the vendor brand voice
- Focus on customers and support the Best Buy sales strategy
- Adhere to the Best Buy messaging hierarchy
- Reference the technology guidelines for additional technology related specifications.

KEY:

Locations vary per store

Brand Shop ■ Endcap ■ Inline ■



Messaging Strategy

Purpose

The goal is to develop an intuitive customer experience that offers the right message in the right place at the right time. The messaging needs to be simple, clean and organized and should either engage, inspire or educate based on the location.

Inspire: Draw the customer in

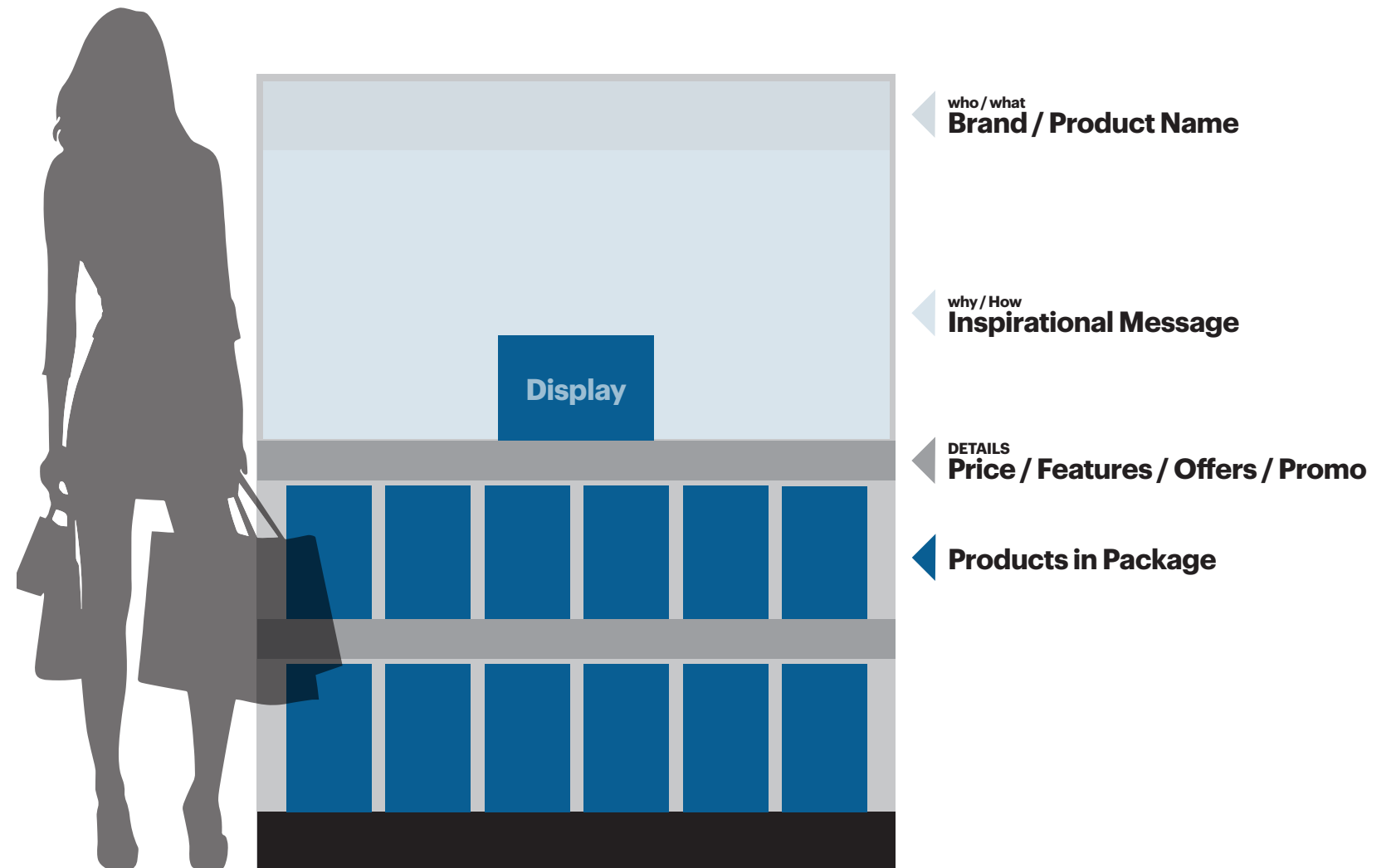
This should be a quick read (3–5 seconds) that strikes an emotional chord with customers and gives them a high-level understanding of what is being sold.

Engage: Connect the key benefit to the customer

This should draw the customer in by stating the main benefit of the specific technology or product.

Educate: Inform the customer on relevant information

This should go into detail about the features, cost or any information the customer needs to make a decision.



Feature Endcap Spaces

There are three types of Feature Endcap Spaces, each with its own set of guidelines.

Experience

Interactive: Products should be displayed out of the box and powered so customers can interact with the technology.

Guidelines

- All displays and signage must fit within Best Buy gondola system
- Maximum Height = 60"
- Must be powered
- If featured inline, it can use all the space up to the gondola spine
- Reference the Technology Design Standards for additional technology related specifications.
- All product displayed must have pricing. Reference the ESL guideline document.



Display

Touchable: Products should be displayed out of the box so customers can pick them up and see how they feel.

Guidelines

- All displays and signage must fit within Best Buy gondola system
- Maximum Height = 60"
- May be powered
- If featured inline, it must leave room for a 5.25" navigational header sign
- Reference the Technology Design Standards for additional technology related specifications.
- All product displayed must have pricing. Reference the ESL guideline document.



Velocity

In-the-Box: Products should still be in the box and neatly pegged or placed on shelves.

Special Buy/Sale: Products that have limited quantities and/or are on sale.

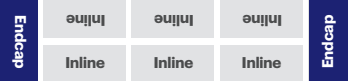
Guidelines

- All displays and signage must fit within Best Buy gondola system
- Maximum Height = 60"
- No power of any sort
- Grab-and-go products
- Reference the Technology Design Standards for additional technology related specifications.
- All product displayed must have pricing. Reference the ESL guideline document.

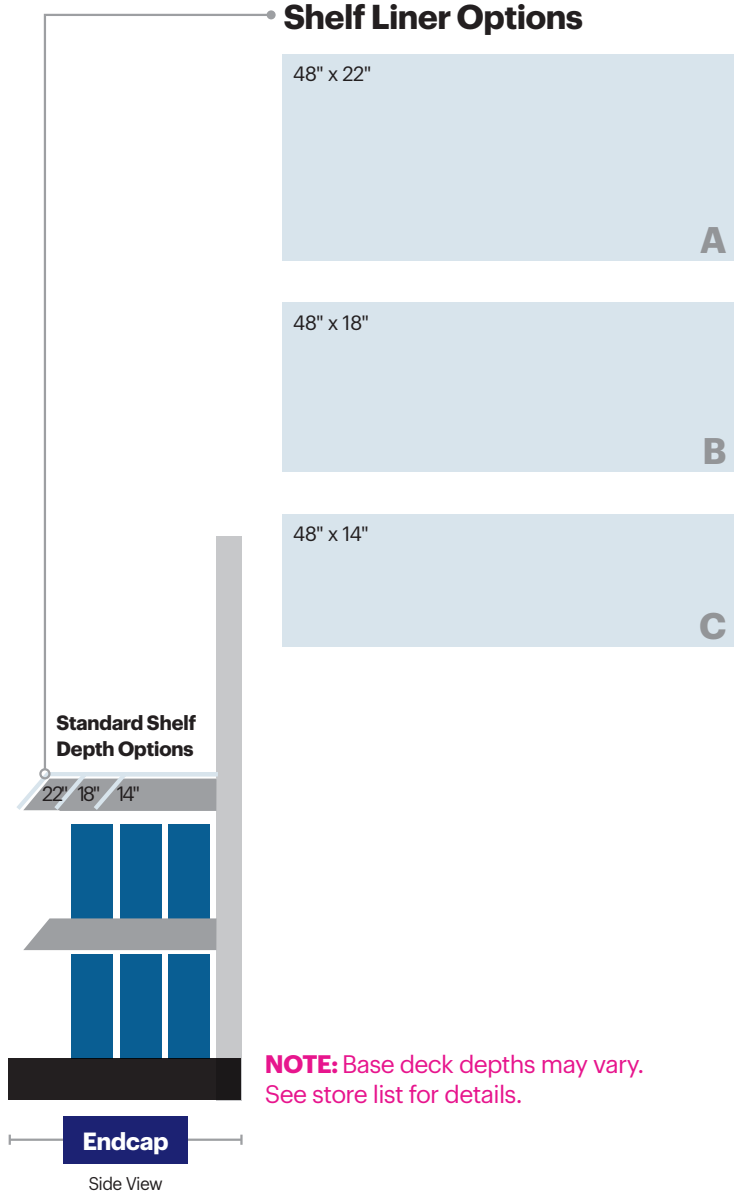
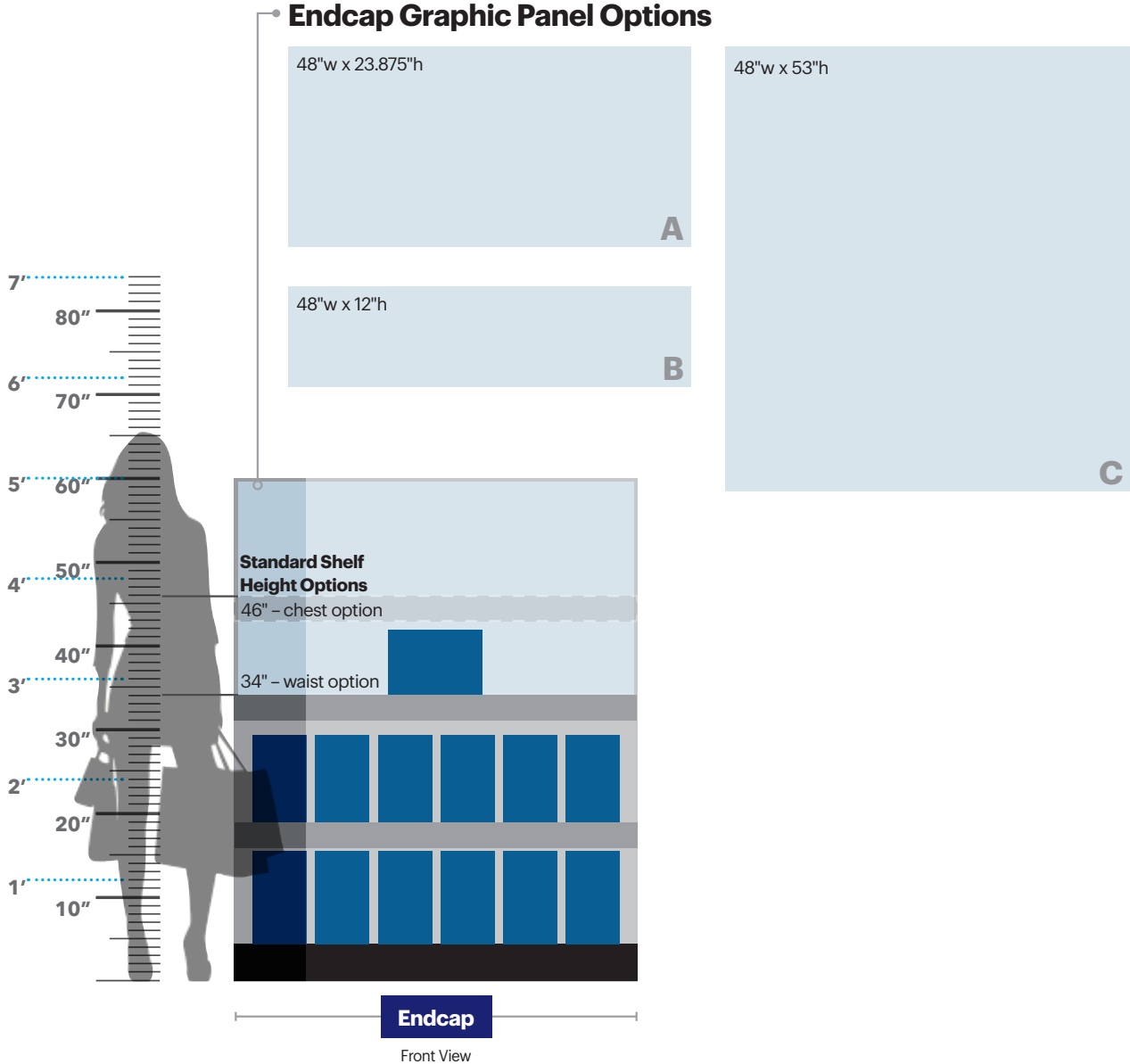


Lowbay Endcap – 4'

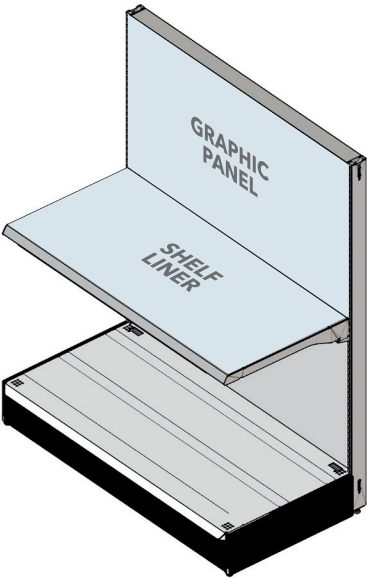
NOTE: Some stores and categories have variations of these fixtures and graphic sizes. Graphic sizes also may vary depending upon attachment method. Refer to the store list and templates provided by your Store Experience Project Manager (SEPM) for the correct sizes and specifications of your signage.



Top view of the sections



NOTE: Base deck depths may vary. See store list for details.



Lowbay Endcap – 2'

NOTE: Some stores and categories have variations of these fixtures and graphic sizes. Graphic sizes also may vary depending upon attachment method. Refer to the store list and templates provided by your Store Experience Project Manager (SEPM) for the correct sizes and specifications of your signage.

Endcap	Inline	Inline	Inline	Endcap
	Inline	Inline	Inline	

Top view of the sections

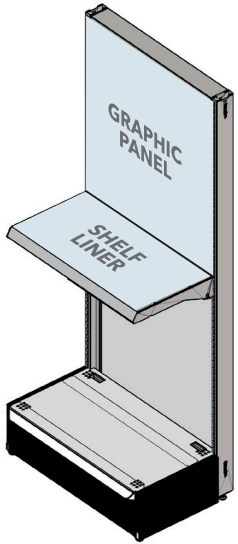
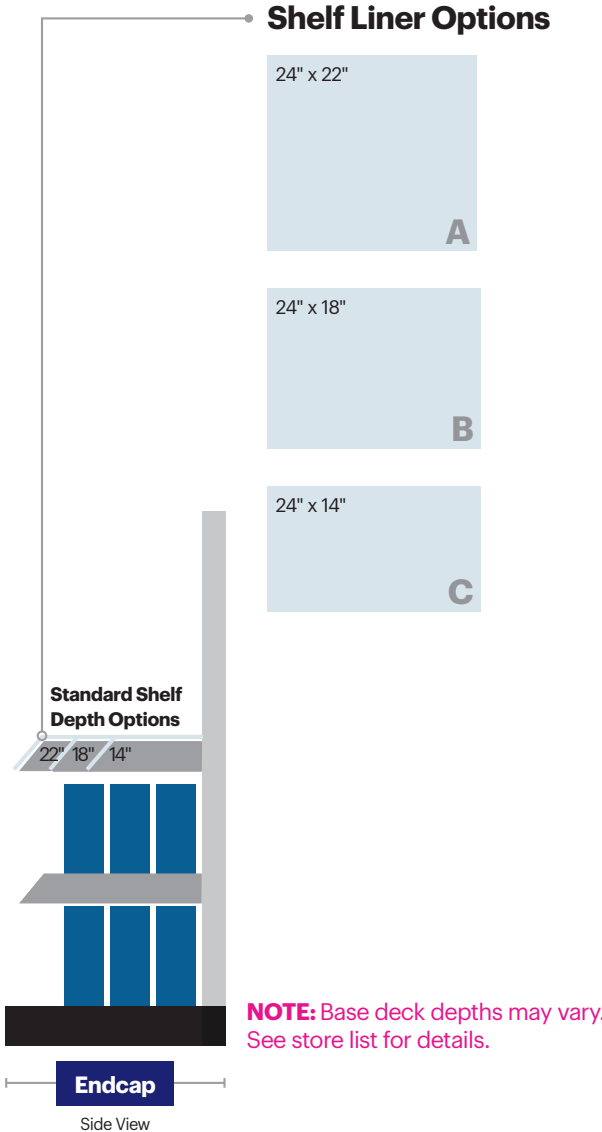
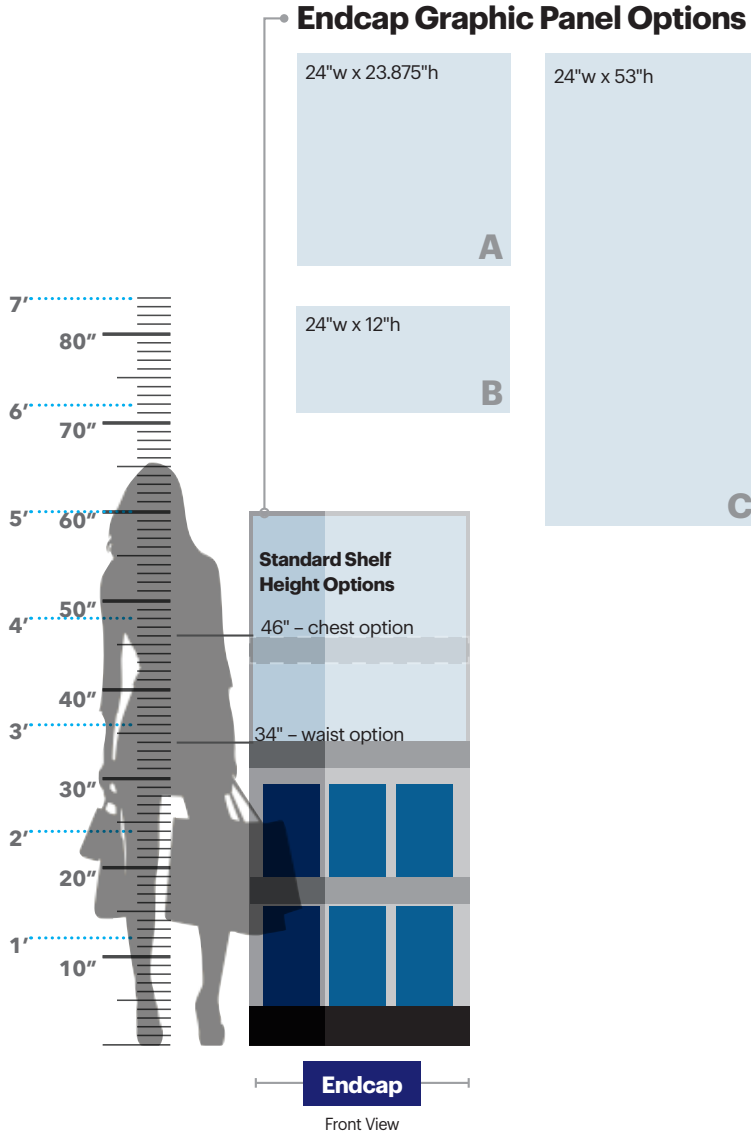
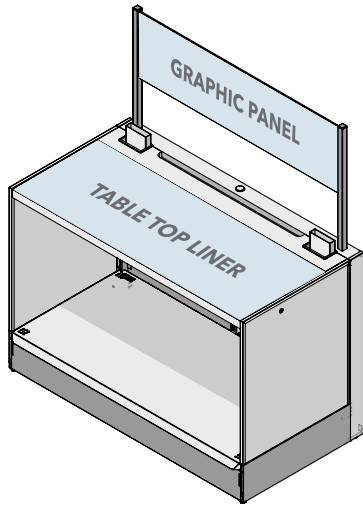
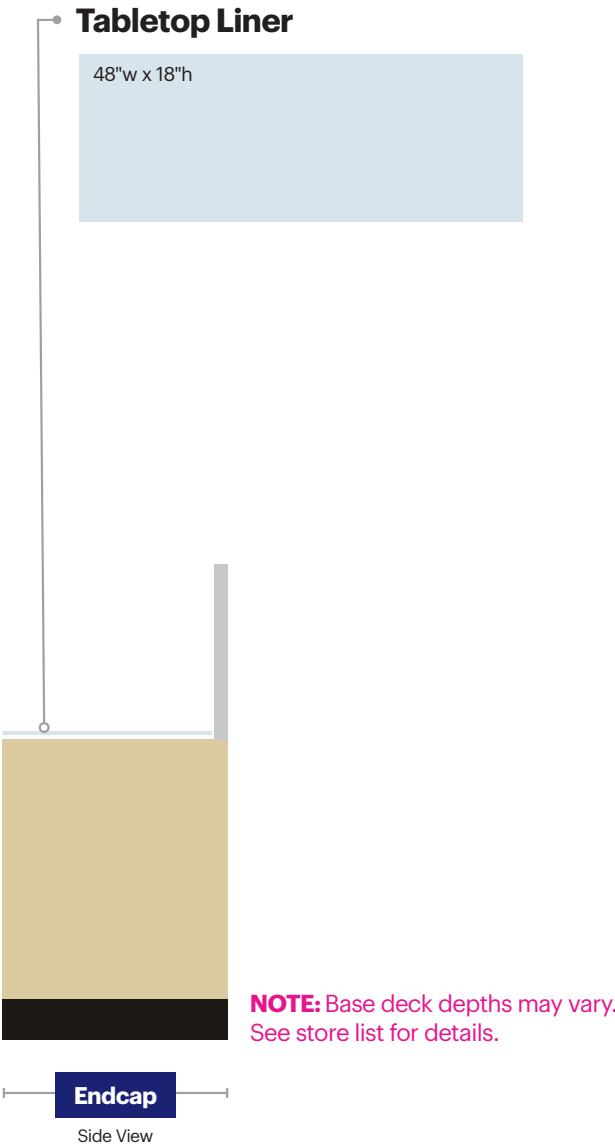
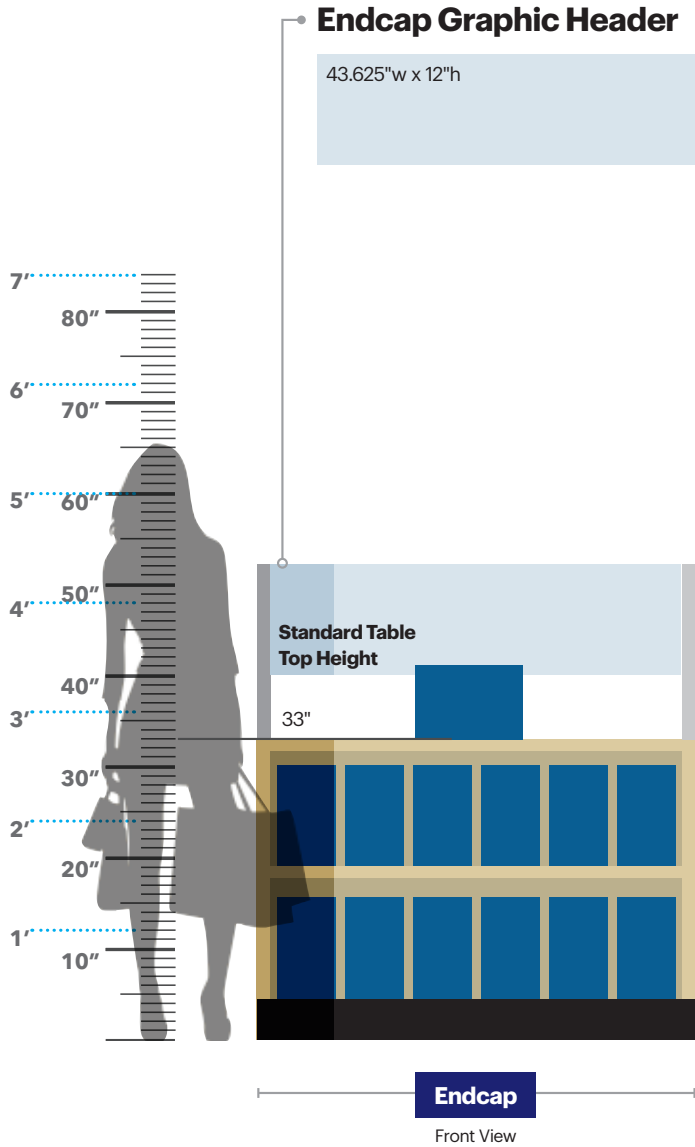


Table Endcap

NOTE: Some stores and categories have variations of these fixtures and graphic sizes. Graphic sizes also may vary depending upon table type. Refer to the store list and templates provided by your Store Experience Project Manager (SEPM) for the correct sizes and specifications of your signage.

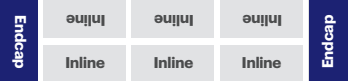


Top view of the sections



Lowbay Inline

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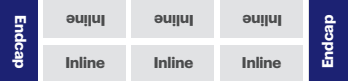


Top view of the sections

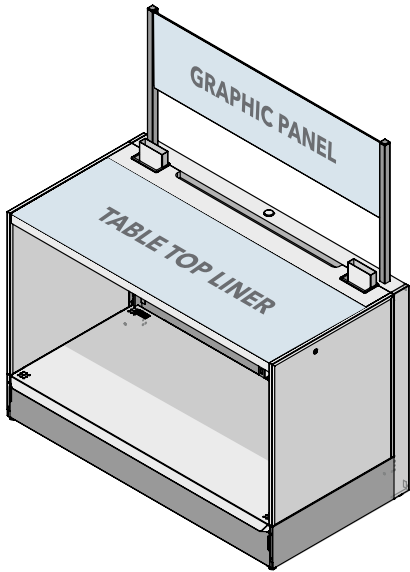
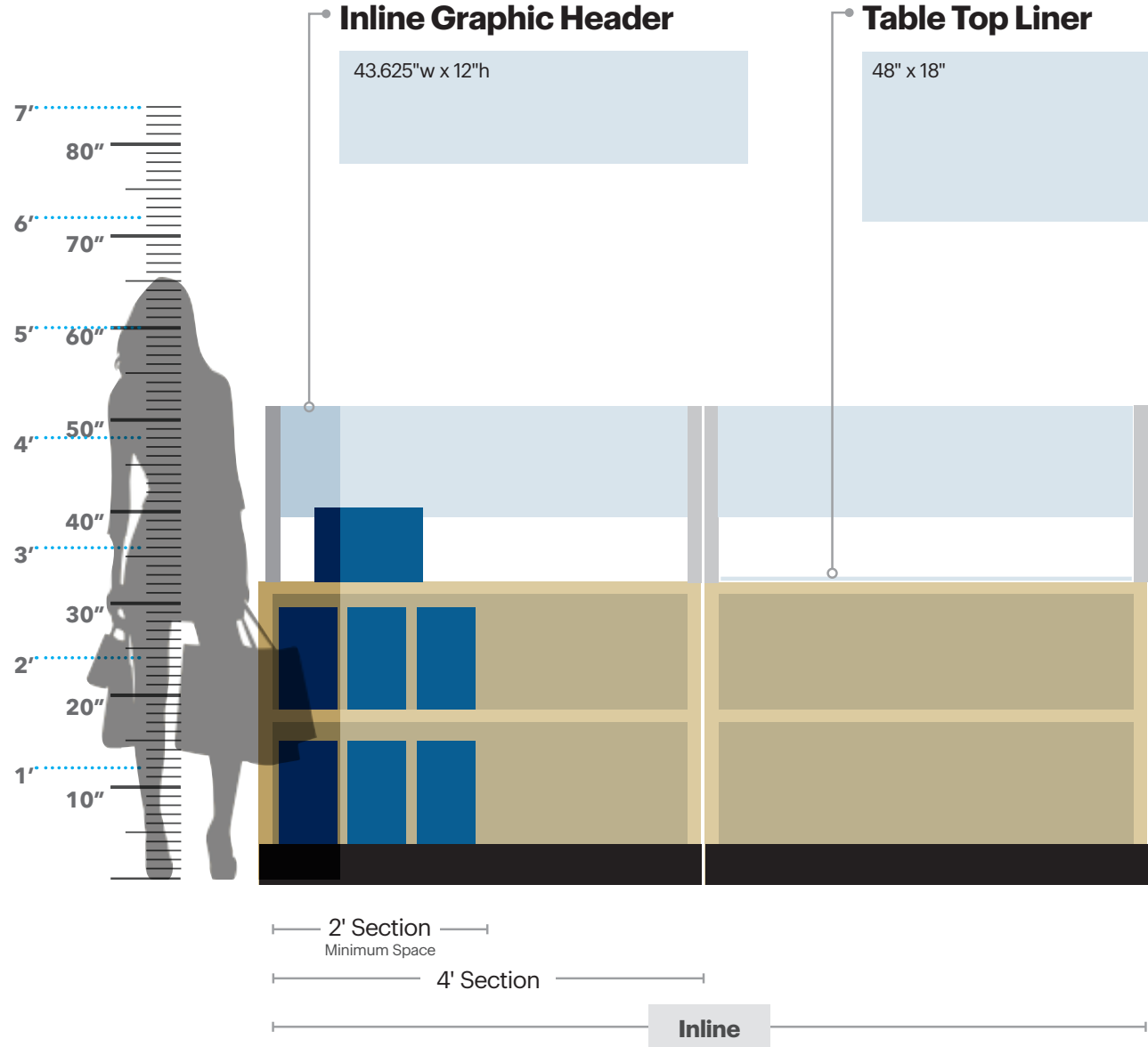


Table Inline

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Top view of the sections



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