

Fred Meyer® Stores

Fred Meyer, a Kroger retail chain, is a multi-department store in Portland Oregon.

3DEO Rewards Centers™

Provision presented Fred Meyer with an innovative Point-of-Sale program focused on consumer needs, the *3DEO Rewards Center*.

A unique and interactive destination for consumers, the 3DEO Rewards Center invites users to browse and print coupons and promotions from brand name manufacturers across nine in-store categories. Additionally, an impressive 40" 3D holographic display projects high definition advertisements into real space approximately 3 feet in front of the system.

For customers, the experience is **exciting** and **memorable**.



For marketers trying to cut through the clutter of a litany of marketing channels, its value proposition is powerful: **it stops traffic**: “a clutch of other shoppers, stood transfixed, voicing ‘whoas...’ this was a true traffic stopper,” ABC reporter Bill Robertson.

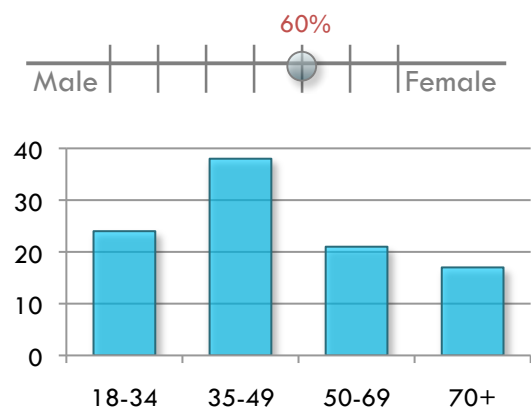
The Results

Customers and store managers praised the 3DEO Rewards Center for both the quality of the 3D projection system and the significant value it presented to customers everyday. The pilot program resulted in thousands of coupon prints from manufacturers Unilever, Procter and Gamble, Johnson & Johnson, Schering Plough, and more. On average, users printed 1.6 coupons per visit.

Redemption Statistics

17% average redemption rate –
As high as 43% for some promotions

3DEO User Profile



“Provision has perfected the first three-dimensional holographic display console for retail use. The 3DEO Rewards Center is designed to impart an exciting and memorable visual experience every time our Customers enter the store. The effect is compelling and traffic-stopping.”

- Lynn T. Gust, EVP Merchandising & Advertising, Fred Meyer

