

case study

Phillip Morris Intl > 2007

Architype

Phillip Morris Intl is one of the largest tobacco companies in the world: producing many of the world's best-selling cigarette brands, including the most popular brand Marlboro, sold around the world in 160 markets.

Problem

With pre approved concepts from seymourpowell, Phillip Morris sought a higher level of vending expertise, due to the unique challenges presented by the project. Chip and PIN was a pre-requisite for the project as there was the opportunity to be the first cigarette vending machine featuring card payment.

Solution

To gain a greater insight into consumer behaviour since the smoking ban, Architype features remote management developed alongside Vendpay. Enabling site managers to monitor stock levels and Phillip Morris to identify consumer trends and markets.

Low Stock sensors send automated e-mail reports when a channel is low on product and GPRS enables the machines to be placed virtually anywhere.

Sticking closely to the original design intent, K6 worked on keeping a clean front face. Rolled embossed sheet metal was used to create a crafted exterior, picking up soft details such as ambient lighting and customers shadows.

To add to its unique appearance LED illumination is used to create a halo effect, giving the illusion of Architype floating on the wall. This creates a true 'Wow' factor and ensures its contemporary feel is suitable for target bars and nightclubs.

The 'theatre' of a Marlboro purchase is aided by a chute design that delivers the pack upright and face forward, triggering the final effect of a motorised door

automatically opening and lighting the product.

To comply with strict tobacco legislation an eye-level lit display pack was the only real hint that this was a cigarette vending machine; the controls were kept strictly to one side, hidden by the doors overhang.

The side controls feature an 800x600 display screen with iconic rolling imagery to ensure the payment process is quick and easy. A premium brushed steel keypad was sourced to further enhance the quality; whilst, capacitive selection buttons provide a 'touch screen' product choice providing maximum visual appeal.

This created a truly unique prototype vending machine for Phillip Morris to locate, test and evaluate.

Locations include

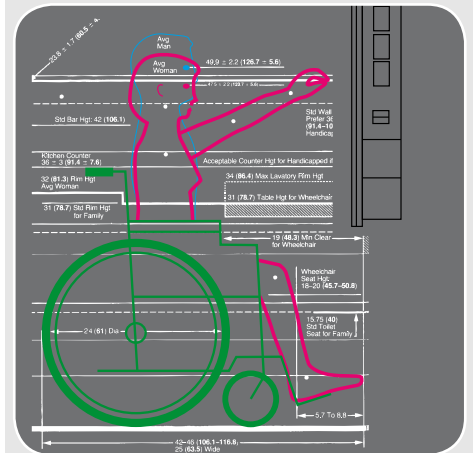
- > Launched at Platinum Club (Geneva)
- > The Rooftop Gardens (Kensington)
- > Arc (Kensington)
- > Jrink (Soho)

Services

- > Vending Consultancy
- > Design Development
- > Graphic Branding
- > 2D & 3D development
- > Presentation media



Architype Working Prototype



Ergonomic Research



Concepts