

Shure | Retail Selling Experience

Hearing is believing.

Simplifying a complex sale for Shure's Personal Stage Monitor line

Overview

Shure PSM Series in-ear monitors significantly improve performers' ability to hear themselves on stage in live performance. Because the product story is powerful but complex—even for music store sales staff—few of the target consumers were getting the message. Working closely with the Shure team, Catapult Thinking created a free-standing product demonstration kiosk that allows customers to hear the benefits of PSM for themselves—and helps retail sales staff confidently close the sale.

Impact

Stores began selling out of their back stock of the PSM 400 product the week that the kiosk arrived, which made room for new packaging and an expanding product line. This helped strengthen Shure's relationships with its channel partners, and affirmed the in-ear category as a viable alternative to floor monitors—and positioned Shure as the leader in this emerging category.



- Scope
- Channel Research
- Communications Strategy
- Merchandising
- Print Communications
- Digital Experiences
- Content
- Environmental Graphics
- Production Management



Catapult Thinking is a hybrid agency that helps companies align marketing, brand and channel initiatives with business goals.

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