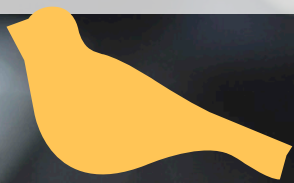


AUTOPOP CASE STUDY WITH

canary



Between commuting, vacation road trips, running errands, and everything else life brings, people spend a lot of time in their vehicles. The practicality of the auto kit as a prize was something that could really appeal to a general audience and Origaudio's AutoPop was just the "pop" of awesomeness we needed. The retail packaging, slim profile, dual USB ports, quick-charge function, and—of course—the illuminated dome really shone a positive light on the client's brand. The client was thrilled and, at the end of the day, that's what matters most."

Cadi Stephenson
Canary

OVERVIEW

Headquartered in the San Francisco Bay area, Canary is a team of shoppers and product experts who are poised and ready to show clients a collection perfectly curated to their specific event, brand and audience.

STRATEGY

The retail giant, Gap, turned to Canary for ideas on merchandise to use in a contest centered around the grand prize of a brand new car. The winning general manager's store received a perfectly curated kit of auto-centric gifts which included the dual-port AutoPop among other items. The retail packaging of the AutoPop aligned perfectly with the client's brand, and provided the utility that would assure the item would be used and kept for a long time to come.