



**Adam Curry**, creative director of Sense, finds out which of the big retail players are scoring points in the gaming sector

**Game – Oxford Street ▶**

This is a completely different ball game from the rest – totally tuned for the more nerdy gamer. I viewed high-spec P-O-P, impressive life-size character models, interactive kiosks – the works. Obviously Game doesn't have to worry about catering for the amount of products and categories that the likes of Woolies have to, but it is obviously designed by people that have their finger on the pulse in this sector. A "meeter and greeter", who is obviously into the gaming scene, eagerly points customers in the direction of products and enthusiastically demonstrates or reviews

whatever they are looking for. There are nice little widgets dotted around the store like a neat Nintendo countdown timer to the launch of Halo 3, as well as P-O-P that you can look through to get the point-of-view of the main character of the game. But my personal favourite was a full demo of Guitar Hero – my chance to perfect that air guitar twang (much to the amusement of the staff). This store obviously has a clear advantage of only one category of product to sell, but regardless, it's well laid out, well thought out and the nerdy hook that draws people off Oxford St makes this the best of the bunch by a clear mile.



**▶ Woolworths – Edgware Road**

Apparently, the Halo 3 launch in-store was "amazing" – it's a pity we didn't see it, and instead what was left was a standard Woolworths shelf display. With no window media referring to the gaming section, and no apparent floor media or directional signage it was hard to work out when you were actually in the gaming section. There wasn't anything out of the ordinary – standard gondola ends and shelf barkers to highlight stand out for games like Fifa 08 and consoles like Nintendo Wii,



lots of empty header boards and tatty displays, mixed in with tins of Quality Street – all very Woolies. However, the key target audience probably won't care about any of the above – it's catering for the masses primarily driven by price. It seems to be competitive on this issue, so why isn't more done to shout about it? There were no extra price flashes in the window to draw people in. An award-winning creative solution isn't needed, just simple clear signage based on the store's core selling point – price.

**Asda – Old Kent Road ▼**

My parents always used to say if you can't say anything nice don't say anything at all, but unfortunately I'm not going to get away with that here. So...

This was just like any other Asda I have ever been to. Standard churned-out shelving and layout. No stand out, nothing different, 20 games in a chart stuck on the wall and that's it. But then what do you expect from a large supermarket chain? Its games area is just an add-on to the food.



Helen Stone