

CPCW STORE RE-OPENING DIGITAL COMMS

Playbook V1

Last modified

7 May 2020 3:36 pm

Document path

D2362_CPCW_Q1_STORE_OPENING_DIGITAL_PLAYBOOK_V1.indd



Project Lemur: Timings and comms planning

NB: All dates are to the current Project Lemur timings, but these may flex based on when the Government announcement occurs. Once announced stores will open minimum 7 days later.

Government Announcement of reduced restrictions



Phase 1: What's coming

Announce to customers that in light of recent Government advice we will be opening a select number of stores for contactless collection, and assisted sales & services with social distancing measures in place...

+7 days

20 x CPCW UK Stores Open for Purchase & Collection with Social Distancing Measures



Phase 2: We're Now Open in selected locations...

Communicate to customers that selected stores are now open for contactless collection, and assisted sales & services with social distancing measures in place...nation and localised comms to support stores catchment areas

+7 days

33 x CPCW UK Stores Open for Purchase & Collection with Social Distancing Measures

Stores re-opening message

Headline: Good news! We're re-opening.

Sub Headline: From Thursday 14th May, you'll be able to order online and collect at selected stores.

General messaging

Long dwell

We've got good news for all you home schoolers, Zoom quizzers, boxset bingers and sourdough bakers. And everyone else using tech A LOT right now!

Shop for new tech online, and we can deliver it the next day... or you can come and get it!

From Thursday 14th May, you can order online and safely collect your tech from a newly re-opened Currys PC World store near you.

And that's not all. You can buy products at our stores (safely, of course), and get help and advice from our colleagues. Plus, we're open for returns and repairs. Find out more at currys.co.uk.

Short dwell

Shop with us online for next day delivery... or come and get it! From Thursday 14th May, you can order online and safely collect from a Currys PC World store near you. Find out more at currys.co.uk.

Geographically tailored messaging

Long dwell

We've got good news for all you home schoolers, Zoom quizzers, boxset bingers and sourdough bakers. Plus, everyone else using tech A LOT right now!

Shop for new tech online, and we can deliver it the next day... or you can come and get it!

From Thursday 14th May, you can order online and safely collect your tech from our newly re-opened XXXX store.

And that's not all. You can also buy products at the store (safely, of course), and get help and advice from our colleagues. Plus, we're open for returns and repairs. Find out more at currys.co.uk.

Short dwell

Shop with us online for next day delivery... or come and get it! From Thursday 14th May, you can order online and safely collect from our XXXX store. Find out more at currys.co.uk.

Stores re-opened messages

Headline: Good news! We're re-opening.

Sub headline: Now you can order online and collect your tech at selected stores.

General messaging

Long dwell

We've got good news for all you home schoolers, Zoom quizzers, boxset bingers and sourdough bakers. Plus, everyone else using tech A LOT right now!

Shop for new tech online, and we can deliver next day... or come and get it!

You can now order online and safely collect your tech from a newly re-opened Currys PC World store near you.

And that's not all. You can also buy products at our stores (safely, of course), and get help and advice from our colleagues. Plus, we're open for returns and repairs. Find out more at currys.co.uk.

Short dwell

Shop with us online for next day delivery... or come and get it! You can now order online and safely collect from a Currys PC World store near you. Find out more at currys.co.uk.

Geographically tailored messaging

Long dwell

We've got good news for all you home schoolers, Zoom quizzers, boxset bingers and sourdough bakers. Plus, everyone else using tech A LOT right now!

Shop with us online, and we can deliver next day... or come and get it!

You can now order online and safely collect your tech from our XXXX store. We're open daily from XX to XX.

And that's not all. You can also buy products at our store (safely, of course), and get help and advice from our colleagues. Plus, we're open for returns and repairs. Find out more at currys.co.uk.

Short dwell

Shop with us online for next day delivery... or come and get it! You can now order online and safely collect from our XXXX store. Find out more at currys.co.uk.

Step by step instructions

Drive Thru. For collecting orders and making new purchases				
Step 1	Step 2	Step 3	Step 4	Step 5
Drive to our store and park in one of our collection bays.	Want to make a new purchase? Call our colleagues on the number shown. Collecting an order? When you're parked up, click the link in your order confirmation email to let our team know you're here.	Get out and pop open your boot.	Get back in and sit tight. One of our team will safely put your order in your boot.	Job done. Safely and contact-free!
				

Walk In. For collecting orders, making new purchases, returns and repairs	
Step 1	Step 2
Join the queue (if there is one) at the front of our store. You know the score... keep at least two metres away from other customers!	When it's your turn, you can chat to one of our colleagues about new purchases, existing orders, returns or repairs.
	
To protect you and our colleagues, our stores have got some important new safety measures - so please follow our team's instructions. We're looking forward to seeing you, and getting back to normal. Slowly, but surely.	

Step by step instructions ordering online

Online order and collect					
Step 1	Step 2	Step 3	Step 4	Step 5	Step 6
Order online and select click and collect	Drive to our store and park in one of our collection bays.	When you're parked up, click the link in your order confirmation email to let our team know you're here. Or give us a call	Get out and pop open your boot.	Get back in and sit tight. One of our team will safely put your order in your boot.	Job done. Safely and contact-free!
					

DIGITAL ASSETS AND EXAMPLES

Assets CPCW

Icons

To be used on smaller,
shorter dwell Step by Step guides

DRIVE_THRU.ai



CALL_A_COLLEAGUE.ai



DRIVE_THRU_BOOT_OPEN_COLLEAGUE.ai



DRIVE_THRU_BOOT_OPEN.ai



JOB_DONE.ai



SOCIAL_DISTANCE.ai



COLLEAGUE_TALK.ai



ORDER_ONLINE.ai



PHONE.ai



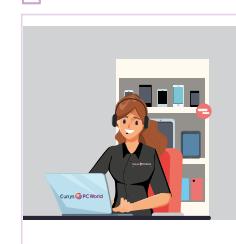
Illustrations

To be used on larger,
longer dwell Step by Step guides

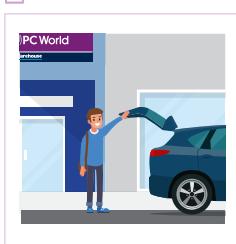
Step1_Bay.ai



Step2_Call_in-store.ai



Step5_Openboot.ai



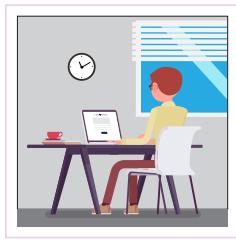
Step7_NoContact.ai



Step6_Colleague.ai



Step0_Order_online.ai



Step3_Call.ai



Assets CPW

Icons

To be used on smaller,
shorter dwell Step by Step guides

CPW_DRIVE_THRU.ai



CPW_CALL_A_COLLEAGUE.ai



CPW_DRIVE_THRU_BOOTOPEN_COLLEAGUE.ai



Illustrations

To be used on larger,
longer dwell Step by Step guides

Step1_Bay.ai



CPW_Step2_Call_In-store.ai



Step5_Openboot.ai



CPW_DRIVE_THRU_BOOT_OPEN.ai



CPW_JOB_DONE.ai



CPW_SOCIAL_DISTANCE.ai



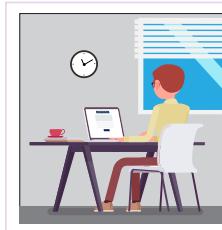
Step6_Colleague_CPW.ai



Step7_NoContact.ai



CPW_Step0_Click_Email.ai



CPW_COLLEAGUE_TALK.ai



CPW_ORDER_ONLINE.ai



CPW_PHONE.ai



CPW_Step3_Call.ai



Photography asset

Please use this current store photograph.

The photo will be updated when new safety POS has been installed



Examples

- A Online hero banner
- B Drive thru process using illustrations instead of icons
- C General Social post

A

Coronavirus update:  Selected stores opening from Monday for drive thru and walk up collection See our latest store, delivery and service info here >

B

GOOD NEWS! WE'RE RE-OPENING

From Thursday 14th May, you'll be able to order online and collect at selected stores.

Drive thru process



Drive to our store and park in one of our collection bays.

Want to make a new purchase? Call our colleagues on the number shown. Collecting an order? When you're parked up, click the link in your order confirmation email to let our team know you're here.

Get out and pop open your boot.

Get back in and sit tight. One of our team will safely put your order in your boot.

Job done. Safely and contact-free!

C

GOOD NEWS! WE'RE RE-OPENING

From Thursday 14th May, you'll be able to order online and collect at selected stores.



APPENDIX

STORE VISUALS

Retail visuals



END

Any queries please contact the studio on:

Alex Chaplin: Alex.Chaplin@DixonsCarphone.com
Paula Skinner: Paula.Skinner@DixonsCarphone.com

