

Diesel Launch #JoggJeans with Digital Retail Displays

Friday 11 April, 2014

With the launch of Diesel's exciting and energetic #JoggJeans campaign, H Squared have assisted the process by integrating digital retail displays across Diesel's UK stores. The **retail installation** is featured in Diesel's 'denim area' with its content showcasing the #JoggJeans viral video, the 'A-Z of Dance.'

Working to a tight deadline to meet the launch date, H Squared's 'design to reality' process took just 15 days. In this time frame, H Squared worked from their initial concept all the way through designing, building, prototyping and installing throughout UK Diesel stores.

The [retail installation](#) is a premium unit that showcases a large format HD screen, making all content displayed eye catching and enticing for customers. This digital retail display also has access to a remote content management system which can be accessed with a 4G remote device. This means that with just a few clicks of a button, any content being displayed in the digital retail displays can be changed across Diesel stores, even across the world!

Diesel's digital retail display is completely mobile - designed on lockable castors, the display can be easily and safely moved to different locations. All of the tech is neatly and securely stored in a lockable hatch at the back of the display, making it safe to display for customers.

By investing in H Squared's Digital Retail Displays, Diesel will now have a constant method of advertising and promoting campaigns with content that is interchangeable at a few clicks of a button. These stylish, sleek and informative displays can be used continuously as their lifespan are limitless - unlike print displays that have to be reproduced and replaced.

As creative retail technology experts, H Squared specialise in digital content for retail. The team have worked with the likes of Sony PlayStation, Phones4U, Samsung, Chanel and Topshop. To find out more, click [here](#) to visit the H Squared website.

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