



Step Branding



When you want to be seen



Escalators!

The perfect advertising space

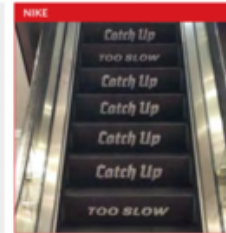


The possibilities are endless, it is only the imagination that sets the limits for your ideas.



FACTS & STATS

Case Study results prove 20-30 percent increase in revenue during the campaign period. Estee Lauder, KFC, Converse Shoes.



SHOPPING & RETAIL ENVIRONMENTS

IN-STORE, VISUAL MERCHANDISING & DIRECTIONAL MESSAGES

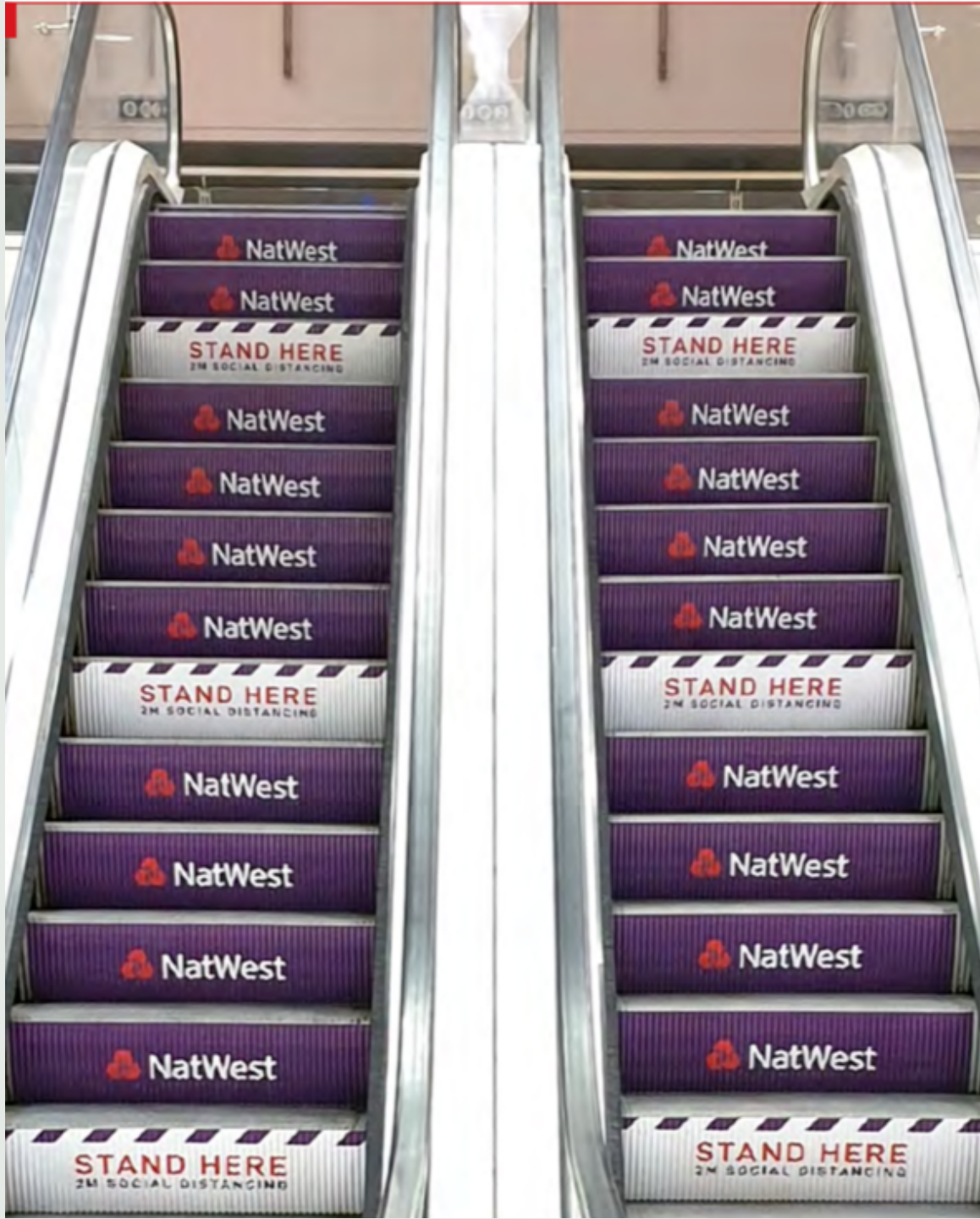
MotionIcon UK & Europe work with various retail stores for in-store branding, exhibition branding, and directional flow messages. We have worked with **Nike, John Lewis & Partners** and various other retailers nationally. Please contact us directly for more details on how we can assist you with in-store activations.



Create print from photo with wow factor!

- You freely choose what photo/motif you want and how many steps the image/text should stretch, as long as the proportions are ok.
- We usually suggest some fixed areas on a number of steps for the company logo and the like.
- Furthermore, you can then have a few steps where we change panels when you wish, and there you run, for example, offers, campaigns, seasonal and the like.





**In these tough times,
you can also, for
example, insert the
text: Keep a distance
of 2 m, or similar on
every 5th steps to
protect customers and
think about the
distancing.**

Warmly welcome with your inquiries

