



#### LOWE'S SMART SPOT

## Where smart is easy

Smart home technology has incredible potential, yet it can be incredibly confusing. How does it all work together? In an effort to simplify the category, Lowe's partnered with Made to brand and launch an in-store concept that could, finally, help customers make sense of it all.



#### A BIG SMART WORLD

Over the past decade, smart technology has been introduced into every product category offered at Lowe's, bringing customers new opportunities and confusion for customers. With competing standards, inconsistent compatibility, and little common language, it's difficult to understand how it all works together. Lowe's chose to lead by simplifying the category's many disparate products and brands into one simple, accessible experience. By creating a space for product education and experimentation, Lowe's set out to help customers learn hands-on.

#### TWO IS SMART

As technology enthusiasts, we were excited to build on the great work Lowe's was doing and help them bring the concept to life. After an extensive and collaborative creative process, the team developed the concept, branding, identity, messaging, and a fully immersive and experiential environment. SmartSpot. One word, for one space, where everyone from beginners to techophiles can get started.

#### Services

- Smart Home Design
- Smart Home Installation
- Smart Home Support
- Smart Home Training

One smart.



Smart.



Convenience



Security



Efficiency

#### A UNIVERSAL LANGUAGE

Playful line work and a vibrant color palette depicts functionality and brings levity to a technical category, while providing a memorable and universal way for customers to identify smart home products throughout the store.



Where smart is easy.



Following a successful regional pilot that *dramatically increased sales* of smart home products,\* Lowe's rolled out the SmartSpot retail experience to locations nationwide.

\*+1% YOY SMART SPOT LOCATIONS FOR SAME TIME PERIOD

