

Best Buy

Connected Store | Facade Design

Introduction

Best Buy's Connected Store 2.0 propels us further into a Connected World with digital messaging, cross-channel customer and employee tools and a store experience that not only supports, but celebrates our business goal of being the leading provider of services and connections.

Our customers will experience an even more open and vibrant store environment, with a central hub for services and connections. Mobile digital tools will help our employees match customers to the technologies that inspire them. Customers will be able to peruse expanded assortments, and checkout themselves out for simple purchases later this year, check our digital insert, daily deals, and eventually visualize their major purchases through full suspend and resume research.

Rationale:

Best Buy's current façade, comprised of a blue wedge with the yellow tag, has served our store entries for nearly 20 years. Dramatic changes in the retail landscape, inside our stores, together with our new brand positioning and visual identity rollout, make this the perfect time to evolve the façade. Our goal is to reflect our future business direction, and to celebrate the dramatic changes within.

Like the blue wedge, the new façade presented in the following pages is bold, iconic and recognizable. This new design successfully maintains the essence of the Best Buy brand while conveying a more contemporary visual identity, fresh and timeless. As a kit of parts it will flex across the span of store sizes and architectural limitations.

Design Evolution



Large Facade



- 88'-0" wide x 38'-0" high
- Premier Site(s) per major DMA
- High Traffic, High Visibility
- Multiple Sub-Brands Present (Magnolia, Pacific Sales)
- Long-lease terms
- Hub location for hub/spoke strategies



Medium Facade



- 64'-0" wide x 34'-0" high
- Will apply to many/most stores
- More generous Sign Codes
- Higher visibility and higher traffic than "small" locations
- Higher Rev Band stores



Small Facade



- 56'-0" wide x 32'-0" high
- Can apply to many/most stores
- Community Stores
- Restrictive Sign Codes
- Narrow facades
- Short Lease Terms



Side Branding



Small

- 50 SF Sign
- 12' x 24' Box
- Top @ 30' Above Grade



Medium

- 100 SF Sign
- 16' x 32' Box
- Top @ 31' Above Grade



Large

- 200 SF Sign
- 20' x 40' Box
- Top @ 32' Above Grade



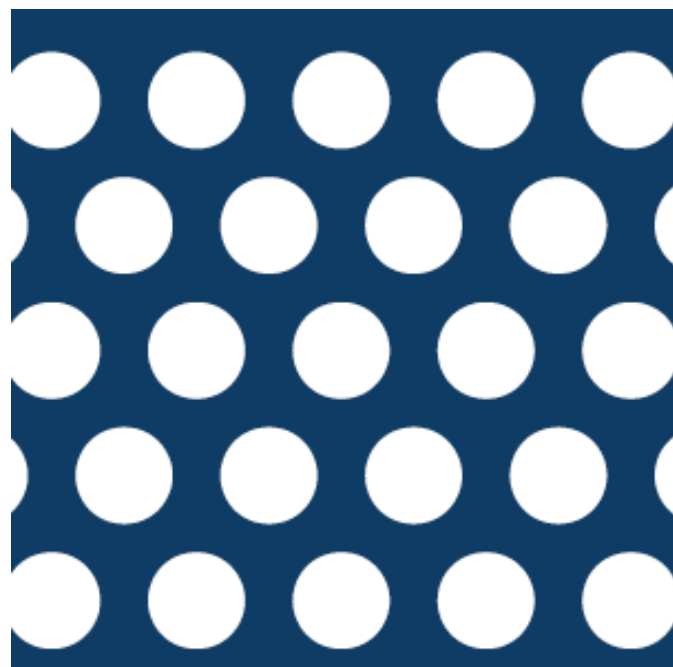
Clear Anodized Brushed Aluminum

Color/Finish: Natural/Brushed/Clear Anodized
 CMYK: N/A
 RGB: N/A
 HEX: N/A
 PMS: N/A



Powder Coated Steel Bollard

Color/Finish: Match Clear Anodized Aluminum
 CMYK: t.b.d.
 RGB: t.b.d.
 HEX: t.b.d.
 PMS: t.b.d.



Painted Perforated Aluminum

Color/Finish: Best Buy Blue - Semi Gloss
 CMYK: 100, 56, 11, 54
 RGB: 0, 59, 100
 HEX: #003B64
 PMS: 2955C
 Size: 1/2" diameter hole, staggered, 40% open area.



Painted Aluminum

Color/Finish: Best Buy Blue - Semi Gloss
 CMYK: 100, 56, 11, 54
 RGB: 0, 59, 100
 HEX: #003B64
 PMS: 2955C

Cost

Small Facade
56' x 32'



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Cost re-using existing vestibule	Cost re-locating vestibule
\$180,000	\$230,000
\$206,000	\$256,000

Medium Facade
64' x 34'



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\$198,000	\$248,000
\$224,000	\$274,000

Large Facade
88' x 38'



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\$290,000	\$340,000
\$318,000	\$368,000