



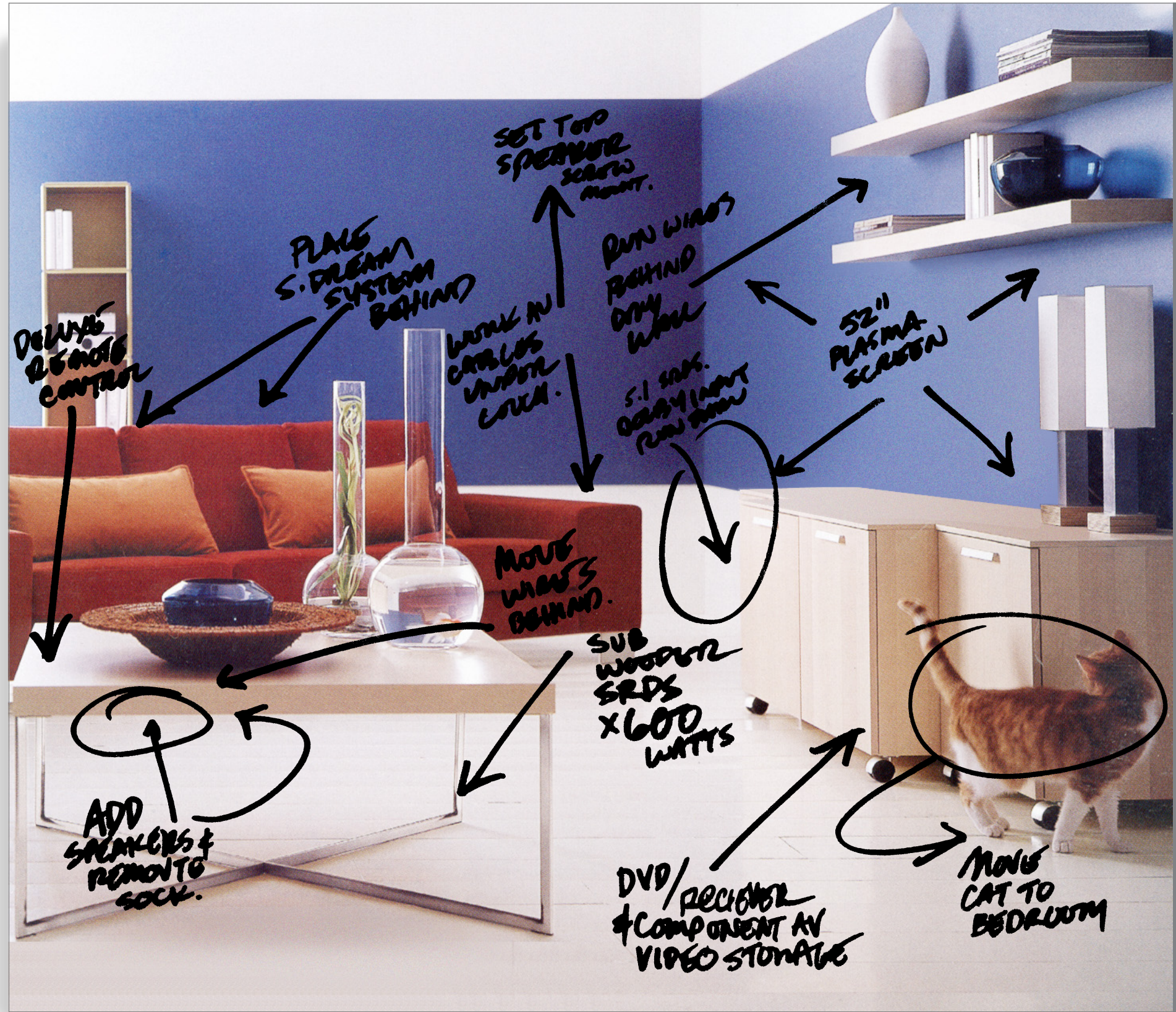
CREATIVE CONCEPTS - BARRY

DIGITAS

POSSIBILITIES

DIGITAS

WHATEVER YOU WANT. WHATEVER YOU DREAM. IT'S ALL POSSIBLE. With expertise, guidance and a level of service that goes above and beyond, this campaign takes whatever an individual wants and makes it possible. Whether they want a complete system or part of a system or someone just to put the system together, it can all be done.



consider it. done.

You know exactly what you want.
You're just not exactly sure how to make it happen.
That's where our entertainment specialists come in.
They'll take care of the nuts, bolts, cables and everything in between. You'll receive expert advice and first-class service from start to finish.
Every detail. Every facet. Everything. Done.

THE EXPERIENCE ROOM



DIGITAS



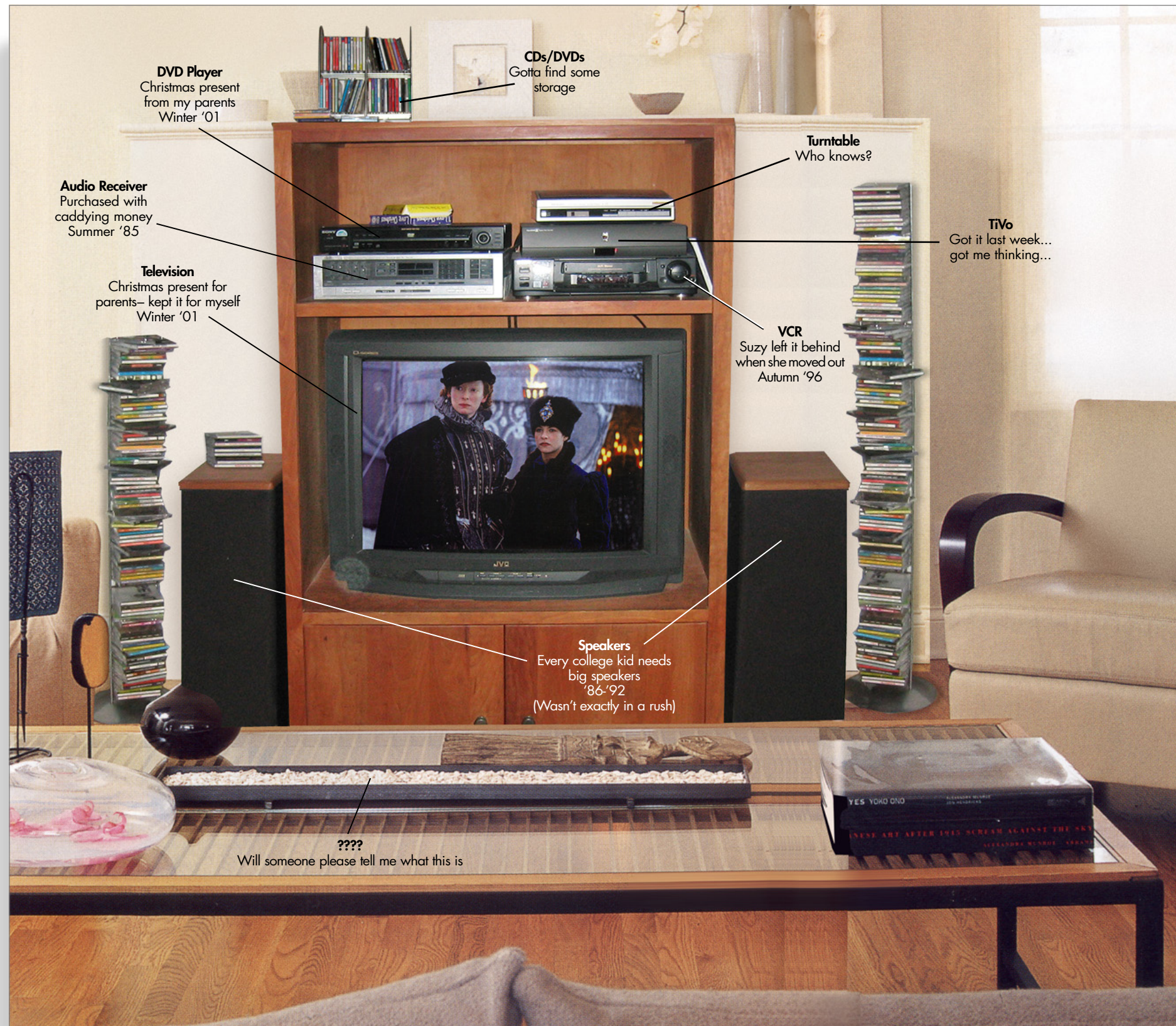
consider it. done.

If it's an entire home theater system you want,
it's an entire home theater system you shall have.
We'll take care of everything from start to finish
and provide you with first-rate service and expertise
along the way. The in-home consultation.
The custom design. The nuts and bolts installation.
Just sit back and consider it done.

THE EXPERIENCE ROOM



DIGITAS



DVD Player
Christmas present from my parents
Winter '01

CDs/DVDs
Gotta find some storage

Audio Receiver
Purchased with caddying money
Summer '85

Turntable
Who knows?

Television
Christmas present for parents— kept it for myself
Winter '01

TiVo
Got it last week...
got me thinking...

VCR
Suzy left it behind when she moved out
Autumn '96

Speakers
Every college kid needs big speakers
'86-'92
(Wasn't exactly in a rush)

????
Will someone please tell me what this is

consider it. done.

You care about looks. You care about appearance. And you can't stand the sight of your mismatched, hodgepodge entertainment system any longer. Enter our product and entertainment specialists. From start to finish, they'll give you expert advice on all of today's top-of-the-line technology, as well as provide you with an unprecedented level of service. The in-home consultation. The custom design. The total installation. An aesthetically pleasing entertainment system. Done.

THE EXPERIENCE ROOM



DIGITAS

EXPERIENCES

DIGITAS

YOU CAN BUY HIGH-END HOME THEATER EQUIPMENT ANYWHERE. What differentiates Best Buy is the experience that comes along with it. Not only are we providing people with top-of-the-line technology, we're providing them with an unprecedented level of service they can't get anywhere else. This kind of quality service translates into an experience our audience not only can relate to— but one they expect.

YOU COULD GOLF ANYWHERE.

YOU GOLF AT ST. ANDREWS IN SCOTLAND FOR THE

EXPERIENCE

When it comes down to it, it's all about the experience. And from start to finish, that's exactly what you're going to get here at Best Buy – an experience. From the moment you walk in, you'll encounter service of an unprecedented kind. This isn't just about the state-of-the-art technology; it's about what you want out of it. We're here to provide you with everything from in-home consultations and customized design to product delivery and installation. Visit experienceroom.com to find out more or call us at 1.888.XXX.XXXX.



THE EXPERIENCE ROOM



IT'S ALL ABOUT THE EXPERIENCE

DIGITAS

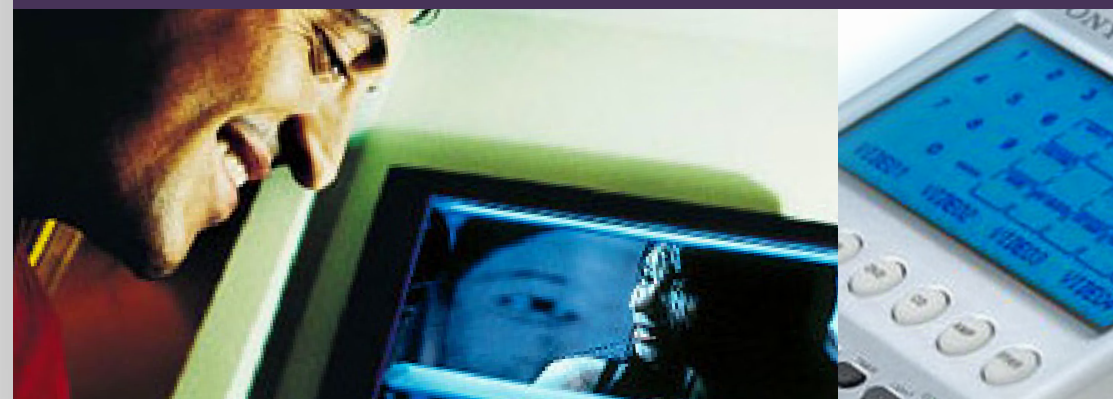
YOU DON'T DRIVE A GERMAN-ENGINEERED CAR

TO GET FROM POINT A TO POINT B.

YOU DRIVE IT FOR THE

EXPERIENCE

When it comes down to it, it's all about the experience. And from start to finish, that's exactly what you're going to get here at Best Buy – an experience. From the moment you walk in, you'll encounter service of an unprecedented kind. This isn't just about the state-of-the-art technology; it's about what you want out of it. We're here to provide you with everything from in-home consultations and customized design to product delivery and installation. Visit experienceroom.com to find out more or call us at 1.888.XXX.XXXX.



THE EXPERIENCE ROOM



IT'S ALL ABOUT THE EXPERIENCE

DIGITAS

YOU COULD SLEEP ON ANY OLD SHEET.

YOU SLEEP ON 520-THREAD-COUNT EGYPTIAN COTTON FOR THE

EXPERIENCE

When it comes down to it, it's all about the experience. And from start to finish, that's exactly what you're going to get here at Best Buy – an experience. From the moment you walk in, you'll encounter service of an unprecedented kind. This isn't just about the state-of-the-art technology; it's about what you want out of it. We're here to provide you with everything from in-home consultations and customized design to product delivery and installation. Visit experienceroom.com to find out more or call us at 1.888.XXX.XXXX.



THE EXPERIENCE ROOM



IT'S ALL ABOUT THE EXPERIENCE

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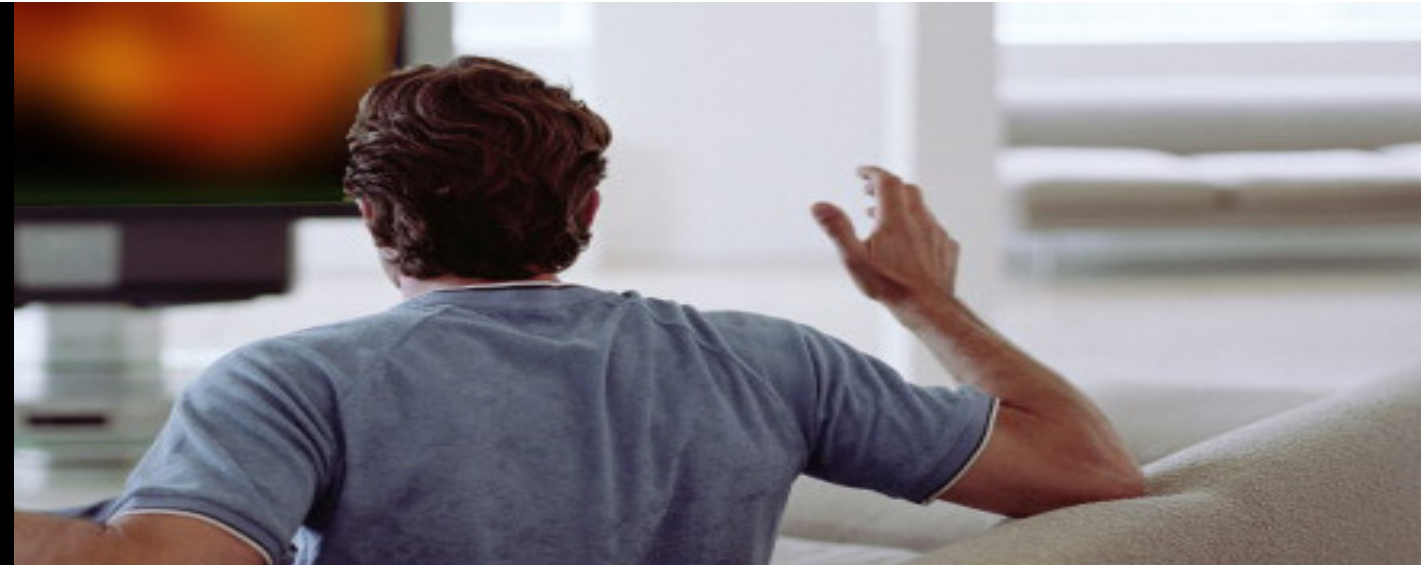
RELATIONSHIPS

DIGITAS

RELATIONSHIPS. Whether they happen with a person, a product, or an experience, there are certain feelings and emotions involved. This campaign brings these feelings and emotions to life. And by doing so, we create both a relevant and rich experience for our audience, as well as a situation they can easily identify with.




YOUR PALMS SWEAT.
YOUR HEART RACES.
YOUR EYES ARE ABOUT TO
POP OUT OF YOUR HEAD.



AND THE BEST THING IS – YOU HAVEN'T EVEN GOTTEN IT HOME YET.



Welcome to home entertainment at its finest. We've taken high-end, high-performance products and created an experience that is nothing short of spectacular. You'll receive first-class service from start to finish. Our staff of product specialists can help you figure out what you want and the components you need to make it happen. They'll do everything from customization to installation. The only thing you have to do is sit back, relax and enjoy. 

THE EXPERIENCE ROOM



AT BEST BUY

DIGITAS




HE'S INTELLIGENT.
HE TREATS ME HOW
I WANT TO BE TREATED.
HE KNOWS EXACTLY WHAT I WANT
WHEN I WANT IT.
I THINK I LOVE HIM.



AND THE BEST THING IS – MY WIFE LOVES HIM TOO.



In-home consultations. In-home installation. Customized design. What's not to love? When it comes to home entertainment, our product specialists are available to provide you with anything your heart desires. They know the ins and outs of every component you could possibly need or want. They'll take the top-of-the-line technology, bring it into your home and deal with all the wires and cables so you don't have to. If you'd like to find out more, please call 1.888.XXX.XXX or visit us in store. 

THE EXPERIENCE ROOM



AT BEST BUY

DIGITAS



MY BEST FRIEND.
MY ULTIMATE COMPANION.
GREETES ME WHEN I COME HOME.
GIVES ME UNCONDITIONAL LOVE.
AND PROVIDES ME WITH
ENDLESS ENTERTAINMENT.



AND THE BEST THING IS – I NEVER HAVE TO FEED IT.



Your home entertainment system is an important part of your life. That's why we've taken high-end, high-performance products and created a purchase experience like no other. Our product specialists are available to provide you with everything from in-home consultations to same-day installation. They know every component inside and out. And they know how to piece them together to perfectly match your lifestyle. They'll take the top-of-the-line technology, bring it into your home and deal with all the wires and cables so you don't have to. But if you want to take it for a walk, you're on your own.



THE EXPERIENCE ROOM



AT BEST BUY

DIGITAS