



BTL · RETAIL · FIELD

EIGHT ARMS. NO DROPPED BALLS.

Clumsy Octopus is a retail- and field-focused BTL agency. Eight service areas connect dealer environments, shelves, print and screens.

Eight arms, one direction.

ARM 01



Dealer

Survey and measurement lists; storefront, signage and interior layouts.

ARM 02



POP

Shelf layouts, wobblers, stands and displays; installation cards.

ARM 03



Digital

Format adaptations for in-store screens, social content and campaigns.

ARM 04



Print

Poster, brochure and large-format files; materials, proofs and print plans.

ARM 05



Software

Flows, screens and reporting designs for field and dealer needs; development scope.

ARM 06



Consulting

Dealer-network reviews, campaign plans and measurement frameworks.

ARM 07



3D

Three-dimensional booth and display visuals, dimensioned drawings and material proposals.

ARM 08



And more

Project-specific application ideas for events, activations and packaging.

One brief. A shared plan. Bring together the arms your project needs, then define the scope, responsibilities and schedule.

FROM BRIEF TO FIELD.

A good start begins with the right questions. Put goals, materials and application conditions into one plan.

01

Goals and scope

Bring the product, audience, locations and required materials into one brief.

02

Design and proofs

Review the design direction against dimensions, formats and materials; agree revisions.

03

Production and field

Plan the file list, producer requirements, location details and application schedule together.

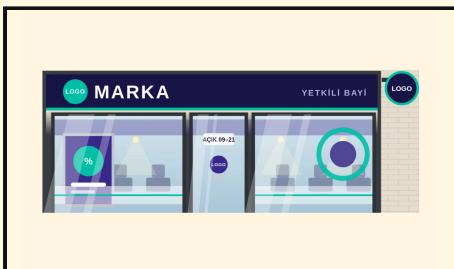
04

Review and handover

Review the handover scope with checklists, organised files and visual records where needed.

Selected concepts

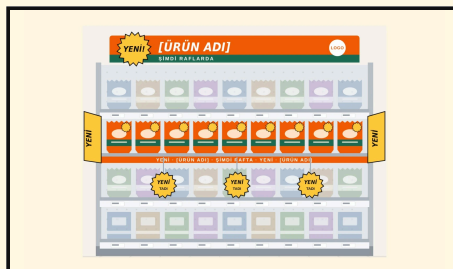
A look at how ideas connect across different surfaces. These are fictional design scenarios, not real client installations. Artwork uses Turkish labels.



CONCEPT

Dealer network makeover

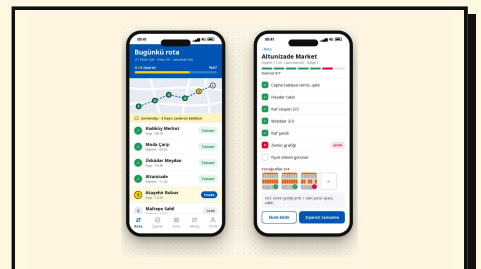
A shared design language for storefronts, signage and windows.



CONCEPT

Shelf launch kit

A coordinated set of shelf headers, strips and wobblers.



CONCEPT

Saha Kolu

An interface study for routes and checklists; not a functioning product.

Tell us about your project

Bring these details together to get started:

- Brand, product and campaign goals
- Locations, dimensions and formats
- Available files, needs and target schedule

Let's define the scope together.

Materials, production conditions and review steps follow the needs of the project. Start with the need, then build the plan.

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