

HOW RETAILERS AND BRANDS CAN USE DESIGN TO

GET MORE OUT OF THE STORE



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BRICK & MORTAR ISN'T GOING AWAY...

We see more of our clients refocusing attention and investment inside their stores to support what have always been the fundamentals:

1. **Attract customers and drive traffic.**
2. **Establish connection and deepen engagement.**
3. **Convert them to buyers and ultimately ambassadors.**

... BUT IT'S NOT BUSINESS AS USUAL.

The aftermath of the pandemic has left those retailers who have survived exploring innovative ways re-engage with customers.

They are looking at everything from online marketing and loyalty programs to increasing operational efficiency and enhancing customer service through on-site tactics like curbside pick-up and BOPIS.





DESIGN IS

Retailers agree the primary area of focus is **revitalizing the retail space** where most purchase decisions are still made.

THE TIP OF THE SPEAR

While there are as many different strategies as there are retailers, we have chosen to discuss 3 of the most common and critical, along with real-world case studies to demonstrate how **design transforms strategy into execution.**





HOW DO I DESIGN FOR MORE
IN-STORE CONSUMER ENGAGEMENT AND

**EXPERIENTIAL
RETAIL?**





HOW CAN I CREATE **ENGAGING IN-STORE**

CATEGORY DESTINATIONS?





HOW CAN I **REPLAN MY STORE** FOR

**LOCAL &
REGIONAL
SOLUTIONS?**





How do I design for more in-store
CONSUMER ENGAGEMENT AND EXPERIENTIAL RETAIL?



How can I create engaging in-store
CATEGORY DESTINATIONS?



How can I replan my store for
LOCAL AND REGIONAL SOLUTIONS?

EXPERIENCE + PRODUCT = CUSTOMER

“As customers become more selective about the brands they shop with, the in-store experience needs to stand out from the pack. The catch? It can’t be gimmicky and forgo the transactional element entirely. At the end of the day, shoppers are still there to discover and buy products.”

"Experiential retail combines both products and experiences for the best of both worlds."

Elise Dopson, *Shopify*

The integration of digital touchpoints within conventional product displays has provided an unparalleled level of information literally at customers' fingertips.



In this example designed for TaylorMade, we explore how interactive design transforms a static display into an immersive customer experience resulting in a significant lift in customer engagement.







PORSCHE



BRANDED SHOP-IN-SHOPS & POP-UPS

“If you have a shared or common customer base, that bodes well for both partners. Some lower operational costs can be involved; you are not building out full stores.

And obviously, there is the opportunity to test new markets where you may not be sure about your brand’s appeal.”

**“It is about added value and has to be right;
otherwise, you will have wasted space if it isn’t driving revenue.”**

George Minakakis, CEO, Inception Retail Group





Two ways to increase sales are to bring new customers into the store and to engage existing customers already there.



In this example, we explore how 2 powerful brands combined forces to create Milwaukee Headquarters, a shop-in-shop destination within The Home Depot, to not only attract Milwaukee brand loyalists from miles around but to introduce an expanded assortment The Home Depot customer new to the brand.









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FLEXIBLE STORE DESIGN

“Naturally, a simpler plan costs less, but it also has staying power. If the bones of a design are less complex, changing small elements as time passes is easier to achieve.”

“Flexibility gives the opportunity to not only accommodate shopper needs quickly but also offer shoppers surprise and delight elements.”

Deborah Casey, BHDP

Small stores often represent ideal opportunities for curated assortments driven by convenience, seasonal, or community-based demands.

However, the footprints of these stores present operational challenges felt more keenly than by other retailers: traffic flow, queue line crush zones, product density, limited storage, restocking while open, and less labour on hand to name a few.

onroute

In this example for ONroute, we address many of these issues through thoughtful planning, décor and fixture design.







COLD BEVERA



TOYS & GAMES

freshii

MEALS TO GO



freshii

APP



DRIVING PLANOGRAM FLEXIBILITY AND AGILITY WITH MODULAR FIXTURE SOLUTIONS

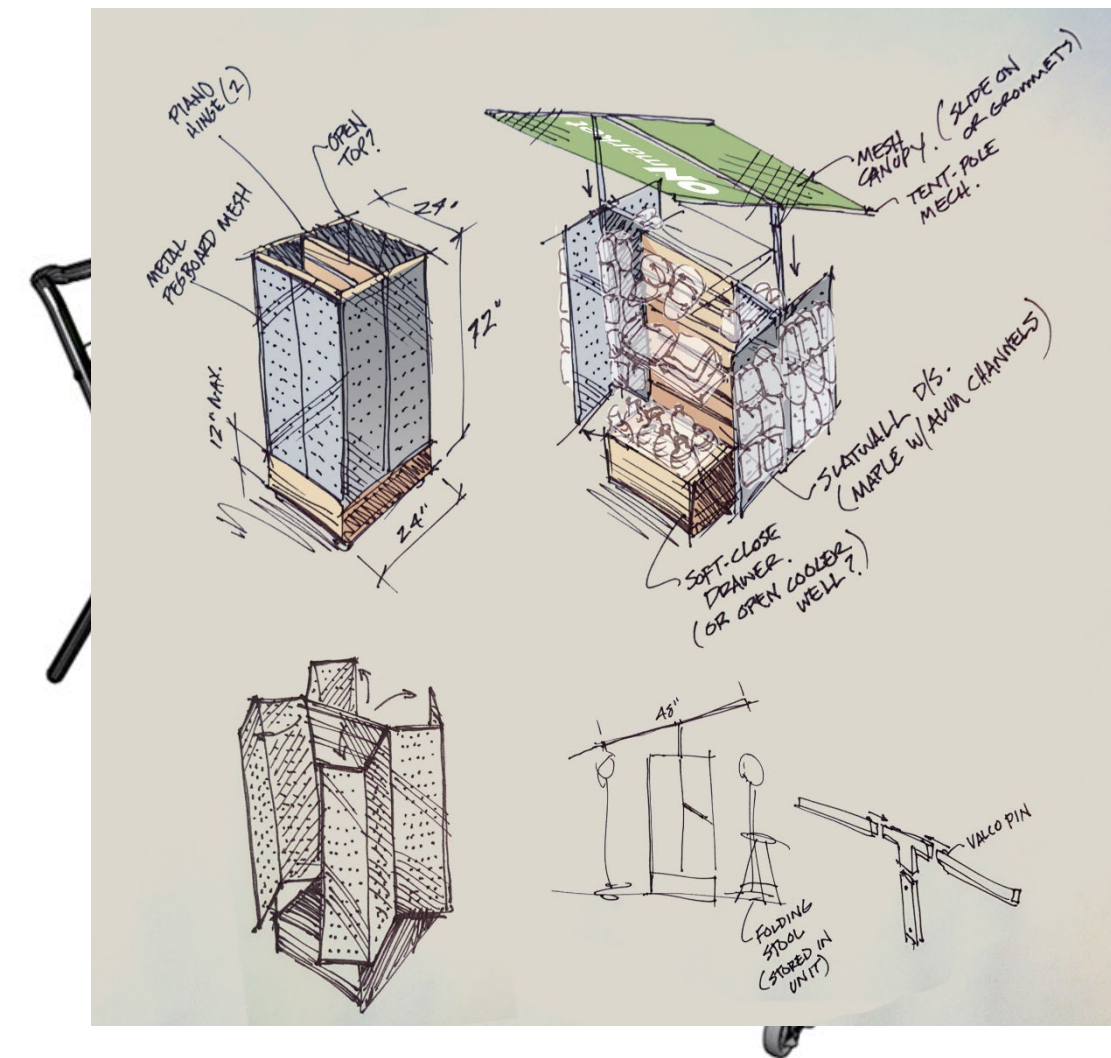
Execute regional as well as national solutions

Mobility for outdoor spaces and front vestibules during peak times

Cross-merchandising opportunities and event storytelling

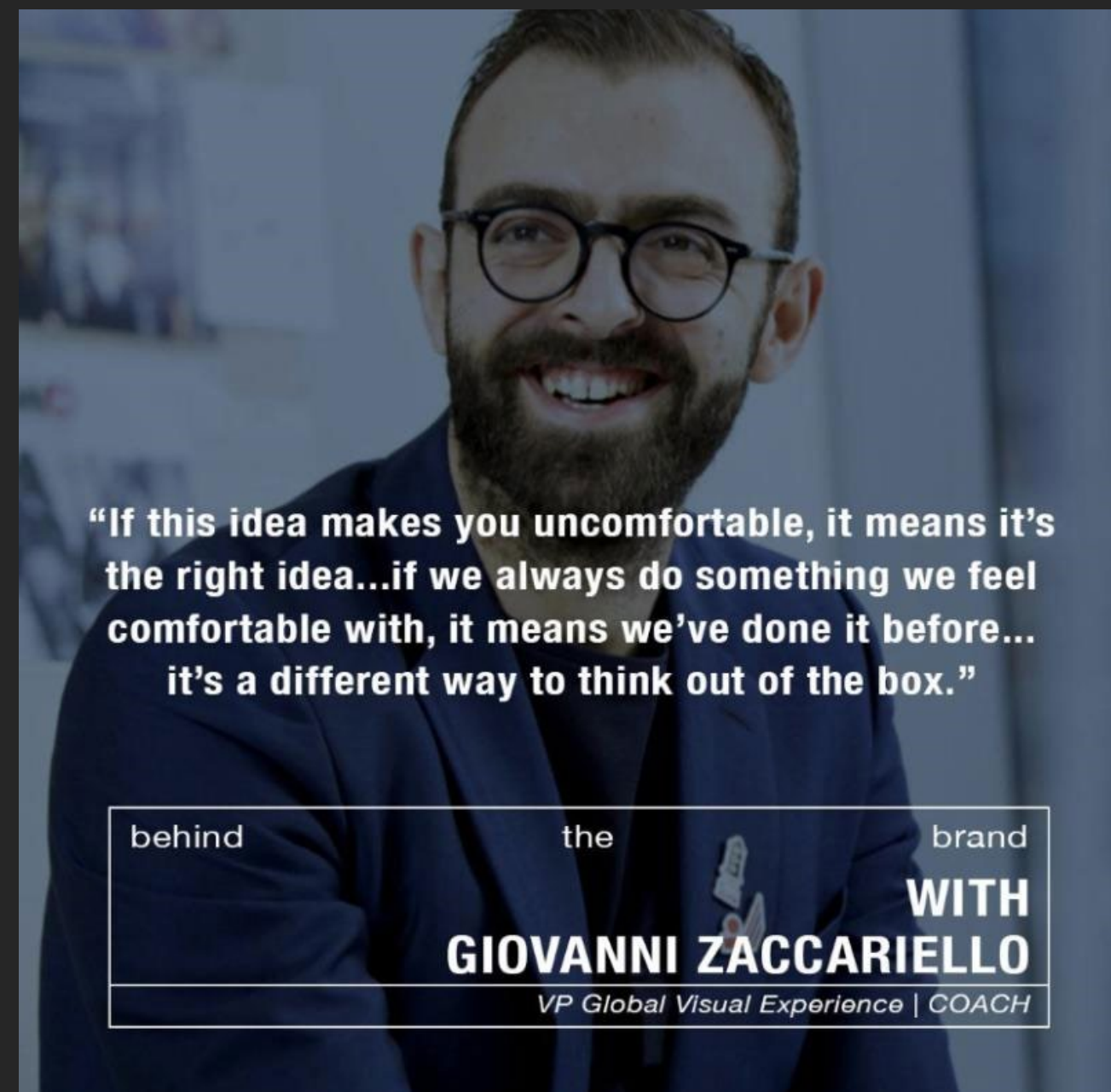
Remote card-only POS capability

Year-round productivity











**YOU WANT TO BE WITH PEOPLE
YOU WANT A SENSE OF COMMUNITY
YOU WANT A SENSE OF HAPPINESS”**





**“MAKE SURE THAT WHEN YOU
GO TO OUR STORES**

**YOU FEEL HAPPY
YOU KNOW THERE’S A SENSE OF JOY**



GIOVANNI ZACCARIELLO
#BehindTheBrand



THE TAKEAWAY

It's critical for retailers and brands to make connections with customers in the store that not only result in immediate transactional sales, but ultimately reward customers, retailers and brands with sustainable and mutually meaningful relationships.

It's just as critical for retailers to work with **design partners who understand retail and retailers** to convert brand strategy into dynamic activity where it still matters most, on the retail floor.



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