## CASE STUDY

# POLO RALPH LAUREN

#### **BACKGROUND**

With a Visual Merchandising Field team of 95 people and 3000+ shop in shops across the USA, Polo Jeans Co. was printing and shipping collateral to locations without a clear vision to what actually existed in each location.

RALPH LAUREN



# THE SOLUTION

Spearheaded a Nationwide Merchandising
Survey program to gather images and inventory
for all locations in the USA. Then partnered with a
fulfillment company to create a custom database
for the field team. Together we developed the First
Release of Shopdev; an online collateral ordering
system where field merchandisers could log in,
view assigned locations and request, update,
order or delete printed collateral and small POS
items.



Reduce the waste and come up with a system where field team could "Pull" or request signage for their locations rather than being "Pushed" collateral that was going unused.

# ShopDev

### RESULTS

The company experienced cost efficiencies in postage, collateral production and reduction in redundancies and increased Brand consistency. Shop Dev has grown to become an industry standard system and is currently used by PVH, Nautica, and Under Armour.

#### CASE STUDY

# **ESTÉE LAUDER**

#### **BACKGROUND**

Estée Lauder had been producing one seasonal planogram for how each shelf and case should be set 4 times a year for all 2000+ counters in the USA. This is their Bible for setting up retail counters; caselines, top of counter direction, launch cases and rotation for all categories.

Skincare, Makeup and Fragrance.



#### THE SOLUTION

Introduced co-branded visual guideline by partnering with the specialty stores. Created separate quarterly Guidelines that reflected their specific shelving or caseline and product assortment.



#### **CHALLENGE**

Departments stores(Macy's, Dillards etc) may be up to 10 cases, but specialty stores like Nieman's, Nordstrom & Saks could have as few as 3 and/or only shelves. How do we for speak the same language to such a diverse audience?

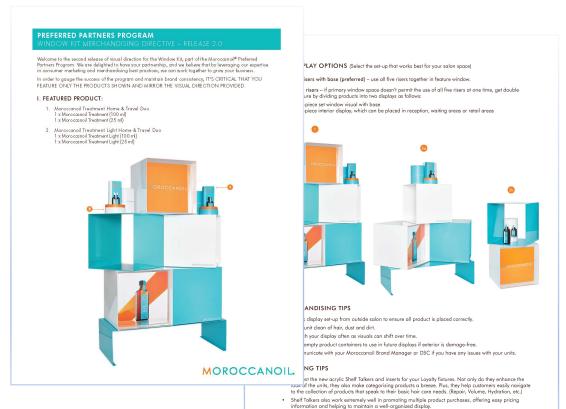
#### **RESULTS**

Strengthened specialty store retailer's relationships while vastly improving adherence to brand standards and increased approval for testers, props, fixtures, artwork, outposts and visual week designs.

# MOROCCANOIL

#### **BACKGROUND**

With over 15,000 salons that sell the product, Moroccanoil wanted to create an ongoing program for window visuals for a select number of top performing locations globally.



#### THE SOLUTION

Designed a flexible branded visual solution, and directive that was updated every month with new signage, product focus and arrangement. Additionally created an online survey for Global Brand Managers to submit images of updates, sales and measure impact and satisfaction.



#### **CHALLENGE**

How do we stay fresh and remain in a Window focus for our top performing retailers? The needed a compelling, easy to install, budget right Window Display Kit that was updateable and flexible for any size window dimension, with monthly changeouts to highlight new product and keep the look fresh.

#### **RESULTS**

MOROCCANOIL.

The program was very well received by distributors and salons. 87% of the 500 participating locations experienced a 3%-12% increase in sales and the window kit was sold into salons at a profit to the company.