

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.

POLO
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.

ShopDev™

CHALLENGE

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.

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.



CHALLENGE

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

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.

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.

CASE STUDY

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.

PREFERRED PARTNERS PROGRAM WINDOW KIT MERCHANDISING DIRECTIVE – RELEASE 2.0

Welcome to the second release of visual direction for the Window Kit, part of the MoroccanOil® Preferred Partners Program. We are delighted to have your partnership, and we believe that by leveraging our expertise in consumer marketing and merchandising best practices, we can work together to grow your business. In order to gauge the success of the program and maintain brand consistency, IT'S CRITICAL THAT YOU FEATURE ONLY THE PRODUCTS SHOWN AND MIRROR THE VISUAL DIRECTION PROVIDED.

I. FEATURED PRODUCT:

1. MoroccanOil Treatment Home & Travel Duo
1 x MoroccanOil Treatment (100 ml)
1 x MoroccanOil Treatment (2.5 ml)
2. MoroccanOil Treatment Light Home & Travel Duo
1 x MoroccanOil Treatment Light (100 ml)
1 x MoroccanOil Treatment Light (2.5 ml)



MOROCCANOIL

PLAY OPTIONS (Select the set-up that works best for your salon space)

risers with base (preferred) – use all five risers together in feature window.
risers – if primary window space doesn't permit the use of all five risers at one time, get double use by dividing products into two displays as follows:
piece set window visual with base
piece interior display, which can be placed in reception, waiting areas or retail areas



INSTALLATION TIPS

• display set-up from outside salon to ensure all product is placed correctly.
• unit clean of hair, dust and dirt.
• If your display often as visuals can shift over time.
• empty product containers to use in future displays if exterior is damage-free.
• communicate with your MoroccanOil Brand Manager or DSC if you have any issues with your units.

INSTALLATION TIPS

- Use the new acrylic Shelf Talkers and inserts for your Loyalty fixtures. Not only do they enhance the look of the units, they also make categorizing products a breeze. Plus, they help customers easily navigate to the collection of products that speak to their basic hair care needs. (Repair, Volume, Hydration, etc.)
- Shelf Talkers also work extremely well in promoting multiple product purchases, offering easy pricing information and helping to maintain a well-organized display.

MOROCCANOIL

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? They 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

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.

