

R E T A I L

BOOST

Welcome to Retail United's second newsletter with inspiration, trends and relevant topics within retail.

IN-STORE TECHNOLOGY OF

THE FUTURE

»We are moving towards a world where the focus is to make shopping easier and more personalized for the consumer «

- Shelf of the future → Virtual reality → Beacons
- Smart fitting rooms & magic mirrors
- Using technology to determine the best in-store layout



INSPIRATION

- In-store inspiration
- The grab and go store
- The flagship store of the future

THE CONSUMERS EXPECT MORE

- Desire for new payment options
- More delivery options

NEWS AT RETAIL UNITED

- Do's and don'ts in convenience stores
- Fashionable real estate

INSPIRATION

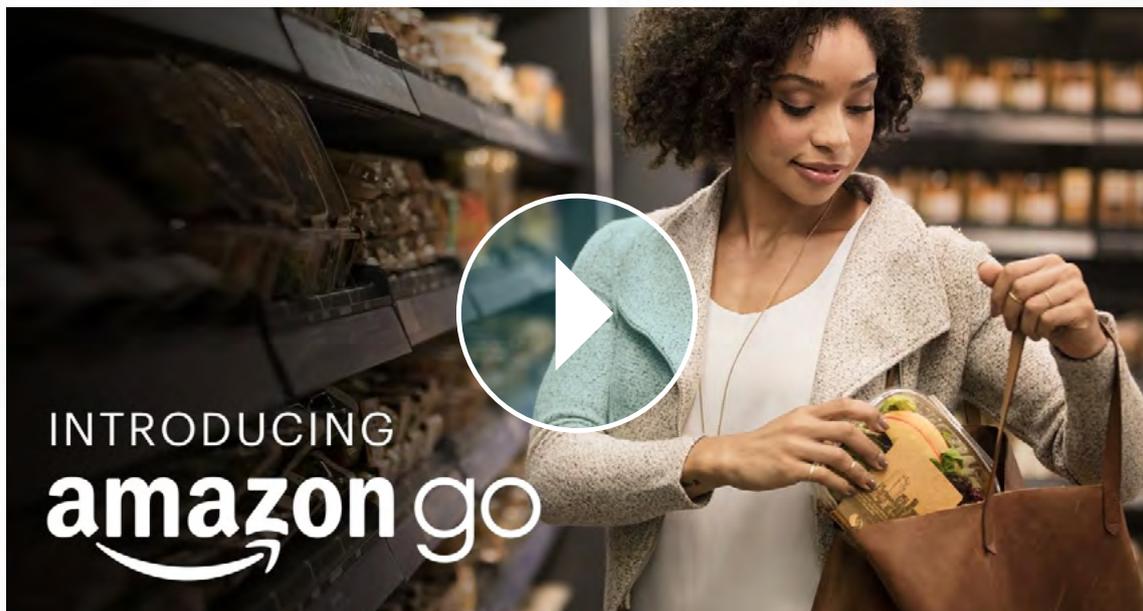
IN-STORE INSPIRATION

The new store ShopWithME in Chicago tries to blur the boundary between online and offline retail. In addition to the appearance of the store, the store has an illuminated pixel wall where each shelf can be regulated individually. All the items in the store are RFID tagged. In the fitting rooms, that are lowered from the ceiling, there are touch screens that make it possible to request items in different sizes and colors. [Watch the video:](#) →



THE GRAB AND GO STORE

Amazon has launched a new store without checkout and cash register. The customers can simply grab their desired products and walk out - payment is made automatically. [Watch the video:](#) ↘



INSPIRATION

THE FLAGSHIP STORE OF THE FUTURE

Samsung 837, a flagship store developed around the belief that customers want interactions rather than transactions. The store is described as a digital playground where the customers can experience the products in an all new way. Explore it [here](#).



THE CONSUMERS EXPECT MORE OPTIONS

CONSUMERS' DESIRE FOR NEW PAYMENT OPTIONS

When the consumer **expects more** the interest in new payment options rise and the change is already happening. New payment terminals are equipped with NFC technology, that enables consumers to pay via their **smartphones**. A newer payment method that is not yet that common is paying via a bracelet. The bracelet also uses NFC technology, and the customer only needs to keep the bracelet next to the terminal in order for the money to be transferred. [Watch the video:](#) ↗



THE CONSUMER WANTS MORE DELIVERY OPTIONS

During 2015, the talk of the industry was about creating a seamless omnichannel strategy. Regarding delivery options, this means more efficient, convenient and personal delivery options for the customer. **A new study** by Kino, shows that 60% of consumers will go to another retailer if their preferred method of delivery is not available. One third of consumers are less likely to purchase from a specific retailer if the retailer does not provide in-store pickup and 10% expect to be able to pick the purchased item up within an hour. Retailers can no longer focus on only one technology, like click-and-collect, instead they need to offer more delivery options, including ship-from-store and in-store pickup as well as anywhere return. [Download here:](#) →



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IN-STORE TECHNOLOGY OF THE FUTURE

We are moving towards a world where the focus is to make shopping easier and more personalized for the consumer. Hence, retailers need to develop new technologies in their stores to meet these needs. Yet many retailers are far behind. Below are listed some retail technology trends that retailers should look into, in order to stay competitive.

SHELF OF THE FUTURE

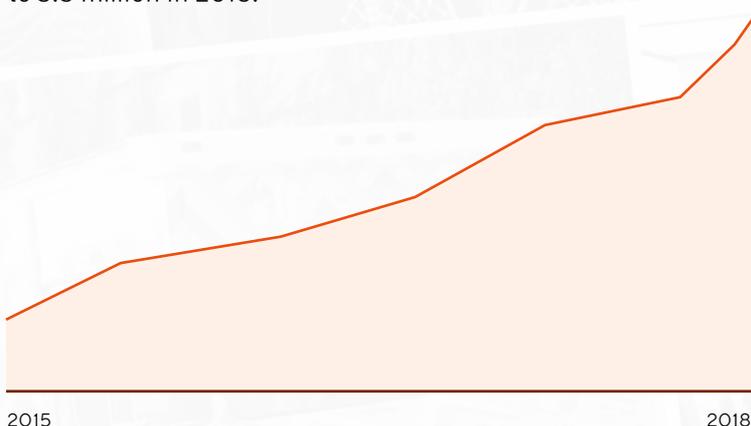
A **smart shelf** is equipped with an RFID reader and can provide information about replenishment and identify misplaced items. Smart shelves register the movement of products and can thereby provide important information about which products that the customers touch. By implementing smart shelves the retailer will keep track of the inventory, receive significant information about the assortment and how to expose it to increase the customer experience and the sales.



- In 2017 Macy's plans to have all items in every store **RFID tagged**, and they have already implemented this in fashion departments. By doing so they increased the sales with 200%, because of the time savings and inventory accuracy that RFID creates.

BEACONS

Beacons create new opportunities to appeal to the consumer in a personal way and drive engagement and loyalty in new ways. With the help of beacons, companies can send personalized offers to consumers upon arrival to, or close proximity to a store. Research from **Business Insider** expect the beacon installed base to increase from 96,000 in 2015 to 3.5 million in 2018.



SMART FITTING ROOMS AND MAGIC MIRRORS

Smart fitting rooms have been a topic of discussion for a long time, but has not yet been widely implemented in stores. They are equipped with RFID technology and can track which items a customer takes into try. All products are RFID tagged which makes the customer see the products on the touchscreen mirror. The screen makes it possible to request other products, sizes or colors that are sent to a seller's handheld device. The customer is also proposed to other products that could go with the outfit.

Smart fitting rooms is therefore a good tool for increasing sales, but also for increasing a consumers' desire for a personalized shopping experience.



The magic mirrors can also provide customers with a range of extra services such as 360-degree views of outfits and alternative lighting conditions. According to a [global study by You Gov](#), more than a third of people in the UK are unhappy with their body image, and the mirrors can even provide the customers with personalized compliments. IKEA installed the technology in one of their flagship stores, [check it out!](#) ↓



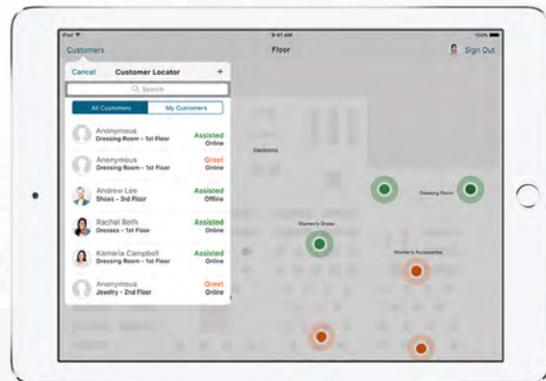
VIRTUAL REALITY

In the fashion- and apparel industry, the virtual reality trend often means virtual reality fitting rooms, that enables the customer to **virtually try** on items without physically putting them on. Virtual changing rooms have a lot of potential for online shopping, because it allows the shoppers to experience the items on a more personal level. But virtual fitting rooms can also enhance the shopping experience in the physical store, for instance by shortening the lines to the fitting rooms, but also for the novelty and cheer fun of it.



USING TECHNOLOGY TO DETERMINE THE BEST IN-STORE LAYOUT

An invariable challenge among retailers is how to create the best in-store layout. With the use of **real time footage** from cameras installed in the store, the developer can view how the customers move around the store, and even where they most frequently stop and which products they touch. The beacon technique mentioned above can also be used to monitor customers movements through the store, by tracking their smartphones via bluetooth as they move around the store.



RETAIL @NITED

We are a communication agency that offers everything from analysis and strategy to advertising and instore activation. With our talented strategists, designers, project managers and sales staff across the Nordic region, we get your product into the store and then out of the store.

On our list of clients, you find the brands Sony Mobile, Sibylla, H&M, Zeta, Proviva, Danonino, Sony Electronics, Philadelphia, PlayStation, Lambi, Serla, Bjurfors, Direkten, Activia, Runö Fastigheter and Orkla Care.

NEWS FROM US

DO'S AND DON'TS IN CONVENIENCE STORES

On a regular basis we arrange breakfast seminars where we discuss exciting topics within retail. Our latest seminar was about convenience stores and its' unique advantages. Convenience stores have more or less the whole Sweden's population as a customer base and the target audience are shopping spontaneously. Based on that and people's new and digitalized lifestyle, we invited three experts in the area and discussed the future convenience store. Take part of the most exciting insights from the seminar [here](#). If you want to read interesting articles and insights about retail, you are welcome to visit our [website](#).



FASHIONABLE REAL ESTATE

Check out our latest campaign with Bjurfors Stockholm. The mission was to create a campaign that would increase the number of property valuations. To increase the attractiveness and attention to the campaign, a gift card from NK was added to a value of SEK 500 to those who conducted a property valuation with Bjurfors.

We used the classic mannequin to draw attention towards the campaign and to get a quick connection to NK. The mannequin carried a product from NK worth a maximum of 500 SEK. Through headlines with straight messages and Bjurfors' graphical design, the sender was clear despite the fashion direction. The campaign was communicated in print ads, digital advertising and in the window at the main store on St Eriksgatan.

The campaign's affect was explosive. During the first 24 hours, 34 property valuations were booked and after 48 hours that number had doubled. The campaign became one of the best campaigns ever for Bjurfors Stockholm and the result was 631% above the target. Read more about the campaign [here](#) or take part of other campaigns and cases we have done.



If you want more inspiration and get more knowledge within retail, check out our [website](#), where you can find other exciting reading. Otherwise stay tuned for our next Retail Boost.

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