



**December 2017**

**Consumer Behavior Specialists  
Branding - Marketing - Commercial Interior Design -  
Merchandising & Display**

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## **Hold the Phone**

Look around you, and everyone you see is probably in some way connected to a smartphone, whether they're using it or they simply have it in arms reach. Many people have their phones next to them 24 hours a day (if you use your phone as your alarm clock, we're looking at you!). Phones have become more than just a product. They're an extension of us, and it shows. According to Google, we check our phones 150 times per day. Our smartphones have become so integral to our lives that they have changed the way we behave.

For example, smartphones make it easier for people to take immediate action. When searching on mobile, people are 20% more likely to make an impulse purchase. Mobile use has also changed our expectations. Today, we expect websites to be mobile optimized and quick to load. When a business's site does not meet expectations, they can lose potential customers, fast.



**77% of people who encounter a website that is not mobile optimized will leave to find a different site.**



**40% of people will discard a site that does not load within three seconds.**

So, how can you ensure that your website is meeting customer expectations?

[Click here to read more.](#)

If you need help optimizing your site for mobile in order to retain valuable customers, [contact us.](#)

Statistics source: Google Brunch and Learn, December 4, 2017

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## Main Street Update

### Courts as Canvas

Project Backboard is revitalizing abandoned basketball courts by



commissioning artists to paint the courts and their backboards in vibrant colors and patterns. The court art has the functional purpose of making the courts usable again by reestablishing boundary lines. It also brings new life to parks as a whole by garnering public engagement and giving communities renewed reasons to gather. Daniel Peterson, the project's founder, says that this combination of art and sport "exists to create the energy and excitement that's going to cause [parks] to actually become centers of community interaction." The revitalization of run down courts gives community members new places in which to play and engage, and has already proven successful in many cities.

[Click here](#) to learn more.

Image source: [www.artsy.net](http://www.artsy.net)

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## Design Tip

### How to Bring Surprise and Delight to a Business Interior

We're excited to announce that our client, Tribeca Gallery Cafe and Books, just opened their second location in Walker's Point! After much success at her



original location in Watertown, WI, owner Julie decided to expand her coffee, restaurant and book selling business to the Milwaukee area, and hired us to help with the design. Tribeca prides itself on being a community gathering space, so our team wanted to ensure that the new store's interior would offer several elements of delight for customers. Here are three tips for adding elements to your business that will happily surprise your patrons:

1. Find small ways to bring unique character to a space. We "yarn-bombed" a plain plumbing pipe, wrapping it with knitted yarn in Tribeca's colors from floor to ceiling. This unexpected element is sure to

become a conversation piece.

2. Promote your brand. We designed a custom mural combining three skylines that are significant to our client that spans an entire wall of the new cafe. The mural showcases Tribeca in Manhattan, where our Tribeca got its namesake, Watertown Plank, where Tribeca's first cafe opened, and Milwaukee, home of the new location.

3. Look for creative ways to incorporate your product. Our client is hanging *Dick and Jane* books on the restroom doors to indicate that they are unisex — a little something to make customers smile.

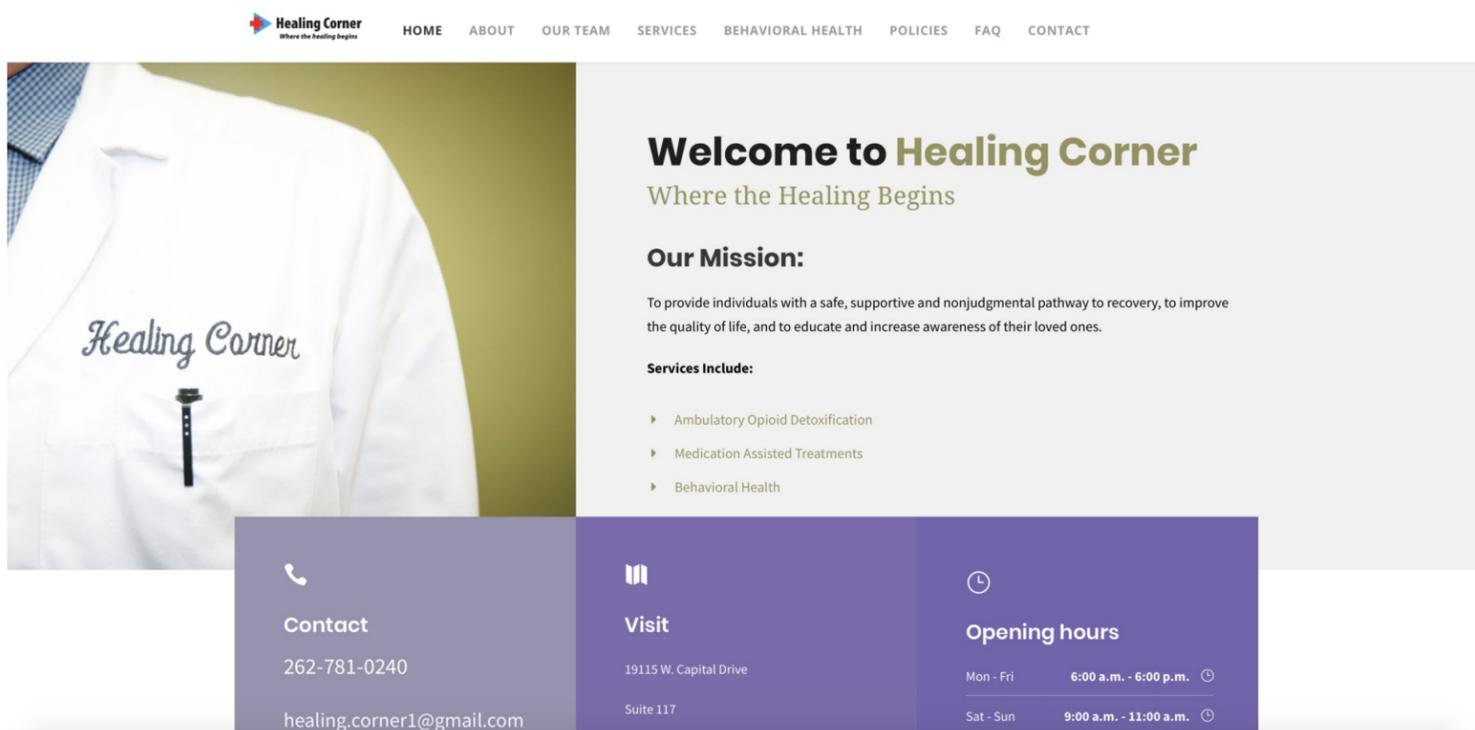
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## Client Feature

### Digital Design

A company's digital presence is just as important as their physical one. We recently finished a complete website redesign for Healing Corner LLC, a treatment center for people battling addiction. We wanted the Healing Corner's new site to be cohesive with their physical interior, which is welcoming, comforting and safe. Our marketing team pulled colors used in the clinic and took professional photos of the interior and exterior of the building (and new staff headshots) to give website visitors a realistic view of what to expect when visiting the clinic, as customers are more likely to be satisfied when their expectations are met. Finally, we ensured that the Healing Corner's new site was mobile responsive and easily accessible to visitors on all platforms.

Check out the new website at [www.healingcornerllc.com](http://www.healingcornerllc.com).



The screenshot shows the homepage of Healing Corner. At the top left is the logo with the tagline "Where the Healing Begins". A navigation menu includes HOME, ABOUT, OUR TEAM, SERVICES, BEHAVIORAL HEALTH, POLICIES, FAQ, and CONTACT. The main content area features a white lab coat with "Healing Corner" embroidered on it. To the right, the heading "Welcome to Healing Corner" is followed by the tagline "Where the Healing Begins". Below this is the "Our Mission:" section, which states the goal is to provide a safe, supportive, and nonjudgmental pathway to recovery. A "Services Include:" section lists: Ambulatory Opioid Detoxification, Medication Assisted Treatments, and Behavioral Health. At the bottom, there are three purple boxes: "Contact" (262-781-0240, healing.corner1@gmail.com), "Visit" (19115 W. Capital Drive, Suite 117), and "Opening hours" (Mon-Fri 6:00 a.m. - 6:00 p.m., Sat-Sun 9:00 a.m. - 11:00 a.m.).

## Treasure Truck

Have you seen a funky, circus-themed truck driving around your city? It's probably the



Amazon Treasure Truck — a truck that carries one special Amazon product at a discounted price per day. Consumers can learn about the deal and the truck's location on Amazon's app, pre-order the product on their phone, and then go treasure hunting for the Amazon truck. The truck sells favorite products including technology, apparel, kitchen appliances and even fresh food. It also sells seasonal products, like a pumpkin painting kit close to Halloween and fresh wreaths before Christmas. Amazon's truck can be spotted in several large US cities and will soon be in the UK. This provides another significant brand expansion for Amazon.

Need a truck designed for *your* business? [Give us a call](#). We'll create a surprising extension of your business that will get people talking and engaged!

Image source: [www.amazon.com](http://www.amazon.com)



## Inspiring International Design

### An Immersive Experience

Architecture firm Snøhetta recently designed Under, the first underwater restaurant in Europe. The restaurant, which offers stunning, ever-changing underwater views, will eventually become an artificial reef for mussels and other sea creatures. Aside from allowing guests a glimpse beneath the sea off the shoreline of Norway, Under will also educate visitors about marine biodiversity with signage on the trail approaching the dining destination. Let us know if you are lucky enough to visit it!

Image source: [www.mnn.com](http://www.mnn.com)



### On Our Register

Your checkout counter is the last touchpoint customers have with your brand before walking out your door. In order to leave a memorable

lasting impression, it's essential for retailers to offer a positive, streamlined checkout experience. "Check out" our President, Lyn Falk's, recent [article in \*Design: Retail\*](#) for five easy ways to improve your transaction counter.

## Radish is the Sherwin-Williams Color of the Month.



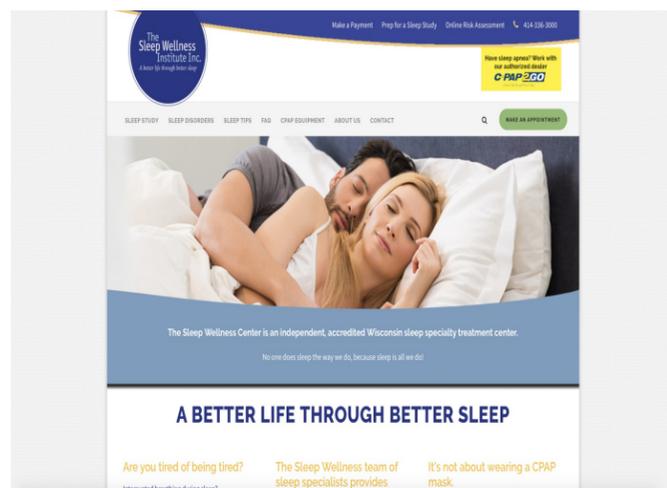
We're *rooting* to see this hue in lots of holiday decorations.

## High Five: Retailworks' Top Accomplishments in 2017

As the (extremely busy) year comes to a close, we wanted to reflect on a few of our proudest moments from the past 12 months. Read on for our top five 2017 accomplishments.

### 1. Our Business Strategist, Ryan, slept through a client meeting...

...Because we've been improving the customer experience at The Sleep Wellness Institute (TSWI), beginning with a complete exploration of all of their services — including a sleep study! This was our most



comprehensive project of the year, as we're developing strategies for all aspects of the TSWI business — operations, digital, marketing, interior design, display and merchandising — to create the ultimate customer experience while improving the business's bottom line.

### 2. Our Display Artist, Sue, mastered the accordion fold.

Our display team transformed one type of paper into six unique party dresses for a New York Fifth Avenue-style window display we created for Kesslers Diamonds. Sue's new office nickname is Origami Queen.



### 3. We Championed Cheese.

This year, our team designed two major destination attractions, Mars Cheese Castle and the Plymouth Cheese Capital of the World. We really milked it at the Plymouth Cheese Capital, a dairy heritage center in Plymouth, WI, celebrating the city's

status as a frontrunner in cheese production. We played with proportion, designing an oversized milk jug and mini silo to host product, and moooved merchandise with surprise elements like a paper mâché cow and old school bubbler.



#### **4. We made our mark on downtown with Wish List MKE.**

In partnership with the Milwaukee BID #21, we innovated an initiative to fill empty storefronts around the city with window displays. We designed more holiday window displays this year than ever before, and our display artists learned just how many props can be stuffed into our new van.



#### **5. We hit our annual sales goal in July.**

Thank you to all of our clients for your business this year! Retailworks continues to expand, and we're very excited for what the future has in store.



### **The best thing our team did this month?**

We visited several of our favorite stores in Milwaukee to be inspired by their holiday decorations, and then ended the night with our company holiday party (donning our "tree skirt apparel," of course) at Pizza Man.



**Happy holidays and a big thank you to all of you who read our newsletter, follow us on social media, and have hired us to help increase traffic, sales, the customers' experience and your bottom line!**

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