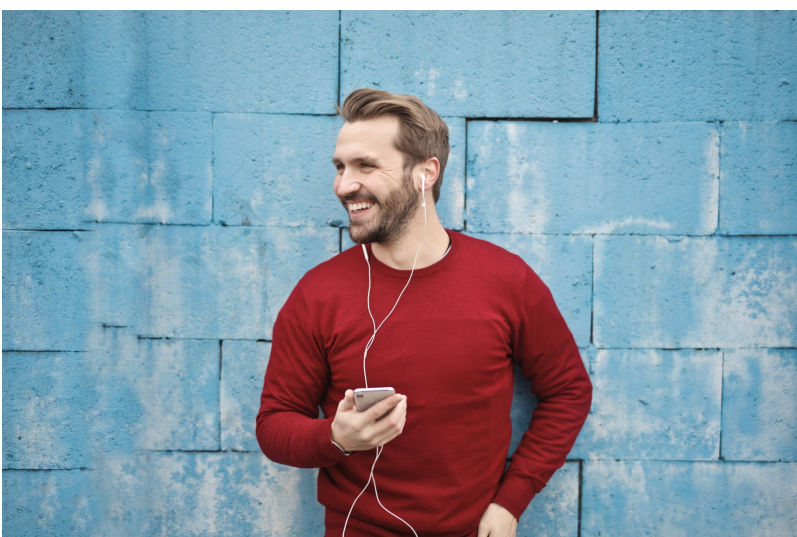




March 2018

Consumer Behavior Specialists
Branding - Marketing - Commercial Interior Design -
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Strike the Right Note with Consumers

The sounds in your environment help set the mood — they are powerful enough to impact how fast customers move, the amount of time they spend in your space, and whether or not they make a

purchase. Mood Media recently released a [report](#) on how music affects consumers, and found:

- 83% of shoppers like hearing music when shopping
- 84% of shoppers find the shopping experience to be more enjoyable when a store is playing music
- 81% of consumers feel their mood is lifted when a store is playing music
- 70% of consumers feel they can connect with and relate to brands that play music in-store
- When music plays in a store, customers report feeling welcome, happy and relaxed
- When a store is not playing music, customers report feeling disappointed, disengaged and unwelcome
- 77% of shoppers say waiting in line is less dull if music is playing

The moral of the story is that playing music in your store that your target audience will enjoy can significantly impact the customer experience as well as

your bottom line. Switch up the music you play depending on what type of consumer is most likely to be in your store at certain times. For instance, are the majority of your customers during work week hours female? If so, play music that appeals to them throughout the week. On the weekends, if you have a more family-oriented audience, change the genre of your music to fit their taste. Pay special attention to younger customers. Consumers age 18-24 care more about and experience more positive benefits from in-store music than any other age group. Sound is a powerful sales tool — take advantage of it!

Main Street Update

Dressing Up Downtowns

This month, our team attended the Wisconsin Governor's Conference on Tourism in Appleton, WI, and the National Main Street Conference in Kansas City, MO. Retailworks had a booth at both conferences, where we talked to attendees about utilizing design, display and neuromarketing strategies to engage consumers and

positively impact visitor behavior. We helped community decision-makers identify what makes their downtown special and understand how coordinating window displays, branded seasonal decor, and art installations can be capitalized on to tell a downtown story. Our booth at the conferences demonstrated how visual elements can be used to attract attention — check out our illuminated marquee arrow, dress made of maps and paper planes! They definitely caused a commotion and became a photo op for many on the trade floor.



Stories that Stick

Our president, Lyn Falk, partnered with [ShopTalk](#)'s Margie Johnson (for the fifth year in a row!) to speak at Main Street America's 2018 Main Street Now Conference in Kansas City, MO. Their presentation, "Bringing History to Life," explored museums, heritage centers, interactive centers, collectibles and halls of fame to determine what makes them successful. They talked about finding



the "stories that stick" in a community, and bringing them to life in a 3D environment, using strategies such as technology, design and display to captivate audiences. If you attended the conference and have questions, or missed the presentation and would like to learn more, [send Lyn an email](#).

Keeping Your Main Street Current in the Digital Age

As we hurdle through the digital age, it's becoming increasingly important for Main Street communities and their businesses to ensure that they are digitally



accessible to visitors and customers. According to Main Street America, this means first and foremost that your Main Street brand and your businesses must appear prominently where your customers are searching — on their mobile devices. This includes ensuring that your website is mobile-optimized and pop-up window free, and that your Google Business Page is set up with your address and hours of operation.

When considering what kind of information to provide your visitors in a digital manner, consider Main Street America's point, "Your customers aren't sitting at home 'old school' style, looking to see what's happening in your community. They are on their way or *already there*. They want to know everything going on, what events are happening, where they should shop, eat or be entertained." You can serve your customers by keeping your website and social media updated with event times and locations and making real-time updates. Are crowds gathering at a not-to-be-missed event? Has a venue changed due to weather? Your customers are already in the neighborhood — be sure to let them know.

Need help optimizing or maintaining your digital presence? [Let's get in touch](#). Be sure to check out Main Street America's [blog](#) for additional tips on how to keep your Main Street current in the digital age.



Yankee Candle Ignites the Senses

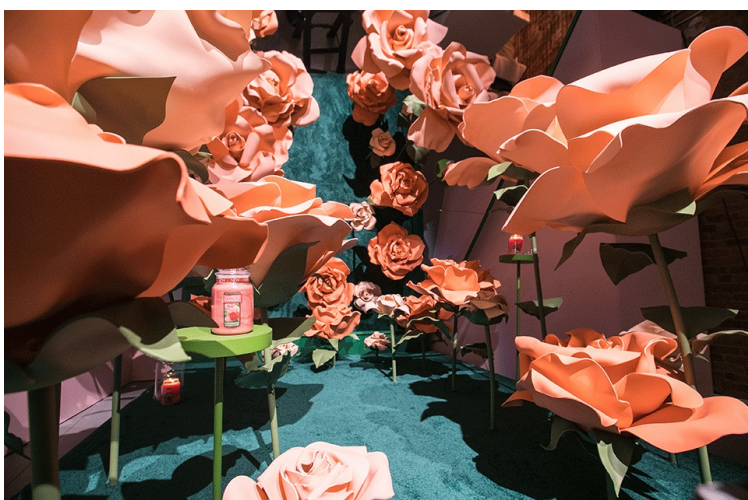
Yankee Candle recently offered customers an interactive, multi-sensory experience with their CandlePower pop up shop in New York. The retail space featured a variety of scented, Instagrammable areas including an oversized field of roses accompanied by Yankee Candle's Sun Drenched Apricot Rose scent and a beach smelling like sun and sand. These spaces helped the retailer utilize the power of scent to show how candles can trigger memories, transport a visitor and transform a space. The experiential

pop-up also included a scent test bar, where customers could develop a personalized fragrance based on their personality type.

Branded, Instagrammable spaces like the Yankee Candle pop up shop are growing in popularity. They provide an area for customers to explore and play with the brand, and a backdrop to allow the customer — and simultaneously the brand — to shine on Instagram and other social platforms.

[Click here](#) to learn more about Yankee Candle's pop up experience.

Images source: www.designretailonline.com



Inspiring International Design

Wandering Workspace

Enorme Studio and Mini Hub partnered to design Mountain en la Luna, a



portable co-working office and urban laboratory that recently made its debut at the Madrid Design Festival. The tiny, transportable workspace includes workstations powered by renewable energy, large cushions for local designers to host meetings and workshops, and detachable outdoor seating. The creators of this piece of portable architecture hoped it would urge people to think of workspaces, and urban planning, in a sustainable, innovative way.

Learn more about Mountain en la Luna [here](#).

Image source: www.interiordesign.net



D₂I₁S₁P₃L₁A₁Y₄ Tip

Our display installations for long-term client, Kesslers Diamonds, were all fun and games this spring. We adorned Kesslers' downtown Milwaukee windows with a larger-than-life Scrabble game incorporating jewelry- and love-themed words to catch the eye of consumers and get them in the mood for buying. Read on for some tips to help you freshen up your windows for spring:

1. Be consistent and creative with your theme. We carried a game theme throughout Kesslers' stores, embellishing display cases with puzzle pieces and sayings such as "You and Me" and "Perfect Fit." Keep in mind that your seasonal display doesn't have to feature *typical* "spring" or "summer" themes. Think outside of the box to make your display really stand out!
2. Use an oversized version of a generally tiny object in your window display to create visual interest. We printed an extra-large Scrabble board on vinyl to grab attention.
3. Prepare and put together as many of the components of the display as possible in advance. This will help you identify any problems that might occur with your materials or the installation process and solve or plan for them ahead of time. When installation day rolls around, you'll be guaranteed a quick set-up with less disruption to the selling floor.

[Click here](#) to watch a video of our display installation at Kesslers!



Client Highlight

Retail with a Bang

We've really enjoyed working with new client [Bear Arms](#), a boutique indoor shooting range in Mequon, WI. Bear Arms is a state-of-the-art facility that offers eight shooting lanes, classes and workshops promoting self-defense and firearm safety, and simulation scenarios in which visitors can practice safety and skills. The retail selection includes firearm accessories and skin care products. We helped our client develop her vision of the space that appeals to both men and women interested in learning about guns and shooting. Working with a clean, modern color scheme of black, white, grey and a stunning pop of red, we selected specialty fixtures and finishes for the retail area. We also designed the look and function of retail cabinetry and assisted with the lighting plan. Stop by Bear Arms next time you're in the area to check out the space!

Trend Scouting

The coolest thing our team did this month was take a trip to two different trade shows in Chicago. First, we visited the International Home and Housewares Show, which featured popular new developments in displays, visual merchandising and product lines. We also attended GlobalShop, where we learned about the latest trends in design and display. We're excited to bring our new inspiration back to our clients!

The top five themes we took note of at GlobalShop were:

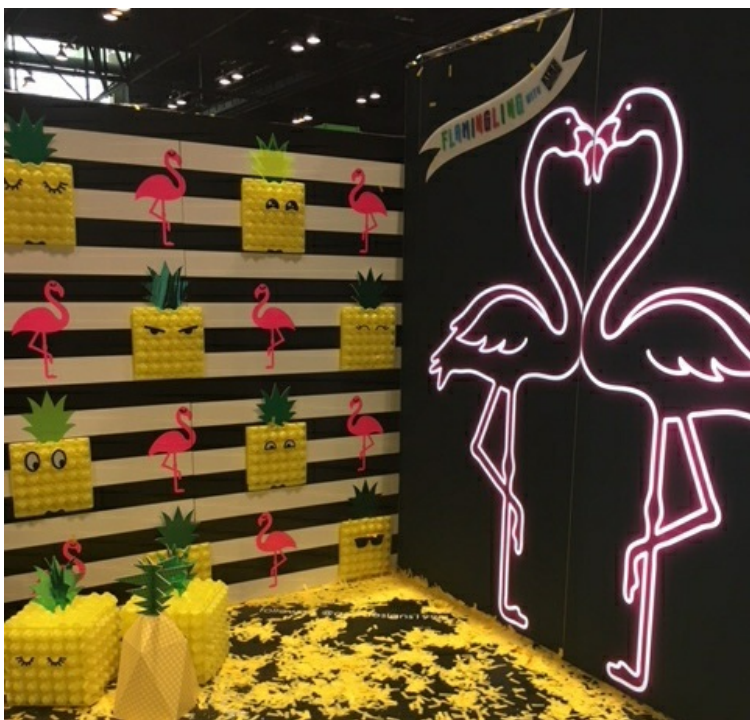
- 1. Mirrored surfaces
- 2. Neon lighting
- 3. Refined materials with sleek finishes (as opposed to the heavier industrial metal look with fasteners)
- 4. Displays with flamingos
- 5. Instagrammable spaces



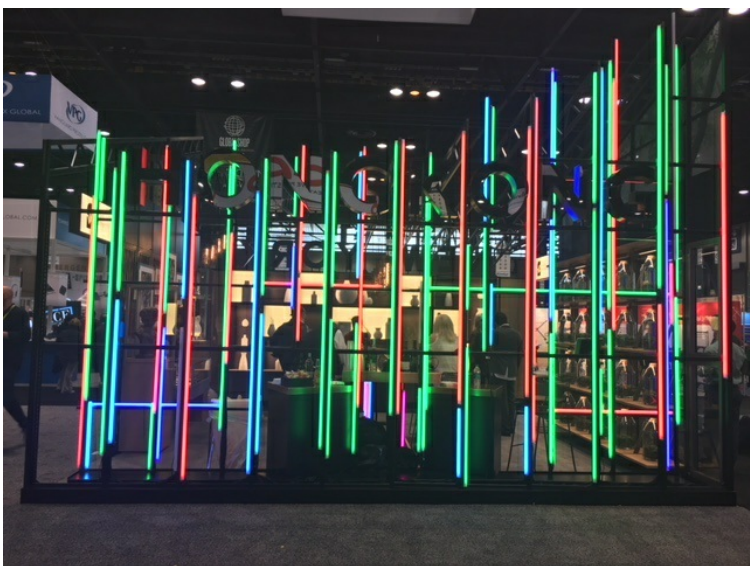
A rainbow wall of colorful Kitchenaid Mixers at the International Home and Hosuewares Show




A display featuring products colored with the Pantone Color of the Year at the International Home and Housewares Shoe




Bright flamingos help form the backdrop for an Instagram photo op at GlobalShop



Neon makes a striking impact at a GlobalShop booth.

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