



August 2017

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

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Incorporating Tech is Key(osk)

As the modern retail landscape continues to evolve, incorporating technology to elevate the customer experience is becoming increasingly important. One way



to bring tech to your retail landscape is by implementing in-store kiosks. As the buying role of millennial shoppers, who prefer a more individual customer experience, increases, kiosks provide a great option for these shoppers who would rather find information on their own than receive help from someone on the sales floor.

There are many great reasons to incorporate kiosks on the selling floor. They can provide:

- quick access to product information, product reviews, and additional product choices such as color or size
- information about compatible add-on products
- information about the manufacturer of the product being considered
- information about the history of the company, services offered, and sale policies

They can also:

- expedite and ease the sales process by serving as self-checkouts
- be used to locate out-of-stock items and then ship them to the customer's home

-help customers call a sales associate for immediate assistance and allow shoppers to interact with sales staff on their own terms
-reduce wait times in supermarkets by helping customers pre-order bakery or deli items

Our friends at Rose Displays have more good information to share.
[Check it out here.](#)

Image source: www.kevinauerbach.com



Main Street Update

Check out these three recent Main Street initiatives we're loving in Milwaukee:

Milwaukee Muses

If you're in Milwaukee, you've probably noticed all of the gorgeous sculptures adorning Wisconsin Avenue this summer. However, did you know that Milwaukee Downtown's Arts on Wisconsin Avenue Initiative also includes 20 utility box murals

painted by artist Mauricio Ramirez? The spray painted, geometric murals feature many iconic Milwaukee figures, including Pfister Hotel and Turner Hall architect, Henry Koch, city founders Solomon Juneau and Byron Kilbourn, Famous Pfister Hotel Bellman, Harold Lewis, and civil rights trailblazers Vel Phillips (pictured here) and James Groppi, among many others. Before the summer is over, challenge yourself to take a walk and find all 20!

[Click here for a guide.](#)

Mural, Mural on the Wall

Integrative community artist Tia Richardson not only brought new outdoor art to the Sherman Park neighborhood, but initiated community involvement by creating a paint-by-number mural that locals could help complete. Five paint days were scheduled throughout July to allow the community to finalize the piece and collectively leave their mark on Sherman Park. The 56 foot mural, "Sherman Park Rising," an uplifting response to a period of unrest in the community last year, will be completed by the end of

the summer.

[Learn more here.](#)



Image source: www.milwaukee-record.com

Appy Hour

Earlier this month, the Milwaukee Downtown BID #21 invited us to accompany them on the new walking tour of Milwaukee they've been developing in partnership with Otocast, an app that offers mobile audio guides. The free app provides a guided walking tour along Wisconsin Avenue, told in the voices of many influential members of the Milwaukee community. The app provides notable tidbits about the city's history and includes favorite landmarks such as Gertie the Duck, the Riverside Theater, the Central Library, and the Wisconsin Club. [Click here](#) to download the app and take the tour yourself. We're willing to bet that you'll learn at least one new thing about the city!



Field Trip

Five Hours on Fifth Ave



spreading the news...Our President, Lyn Falk, visited New York City earlier this summer and spent a whirlwind day enjoying the stunning displays and storefronts adorning Fifth and Madison Avenues. One of her favorite displays was a dinosaur sculpture fashioned from Coach merchandise by British artist, Billie Archilleos. Lucky for us, she's written a blog on her favorite sights so we can enjoy them, too! [Check it out here.](#)

Display Tips

Fall Reveal

Our display team is hard at work researching, developing and creating props and decor for our clients' autumn displays. Visit our social media pages to get a sneak peek at what's in process! Florals and dried botanicals are trending right now, so we're incorporating them into many of our displays. Our Display Director, Kim White, has great tips on how anyone can add a fun floral pop to a display, even on a budget. [Check them out in this video.](#)

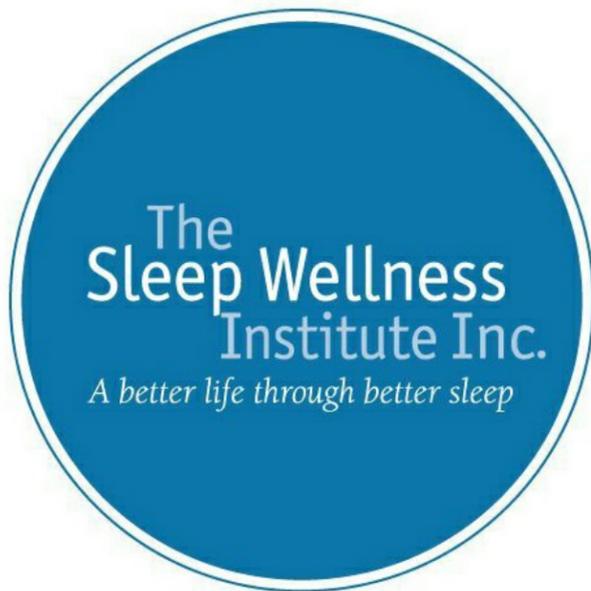


Remember that a well-styled display can increase sales up to 25 percent, so it's important to take the time to make your displays

shine for the season. If you're lacking the time or resources necessary to develop fall displays for your store, [check out our Seasonal Display Program](#). We offer props and banners that will make customers stop and take notice!

Finally, as you're arranging your fall displays, consider whether you're on schedule with preparations for the upcoming holidays. Our [holiday planning blog](#) has the scoop on what you should be doing in September to stay on track.

Client Update



Pillow Talk

We're proud to introduce our newest client, The Sleep Wellness Institute (TSWI). The TSWI team of sleep experts specializes in diagnosing and treating sleep disorders in order to fulfill their commitment to bringing their clients "better lives through better

sleep." As Wisconsin's only independent sleep disorder center fully accredited for adults and children by the American Academy of Sleep Medicine, TSWI offers a quality sleep lab and variety of CPAP products in their retail settings. We're looking forward to helping this reputable company with strategic planning, marketing/branding, and store design/display services. Learn more about TSWI at www.sleepwell.org.



We're in the MOOD for a Celebration

We are so excited for September, because two of our clients are hosting their grand openings! Mood Boutique, a women's apparel, home and gift store with a coffee bar will be opening in Menomonie, WI on September 1. The Plymouth Dairy Heritage Center, a museum and cheese store paying homage to Plymouth, WI's position as the Cheese Capital of the World, is also opening before the end of the month. We provided the interior layout and design for both businesses. The Menomonie Area Chamber recently interviewed Veronica Smith, the owner of Mood Boutique, and their video contains a great sneak peek of the store's interior! [Watch it here.](#)



New

Product We Love

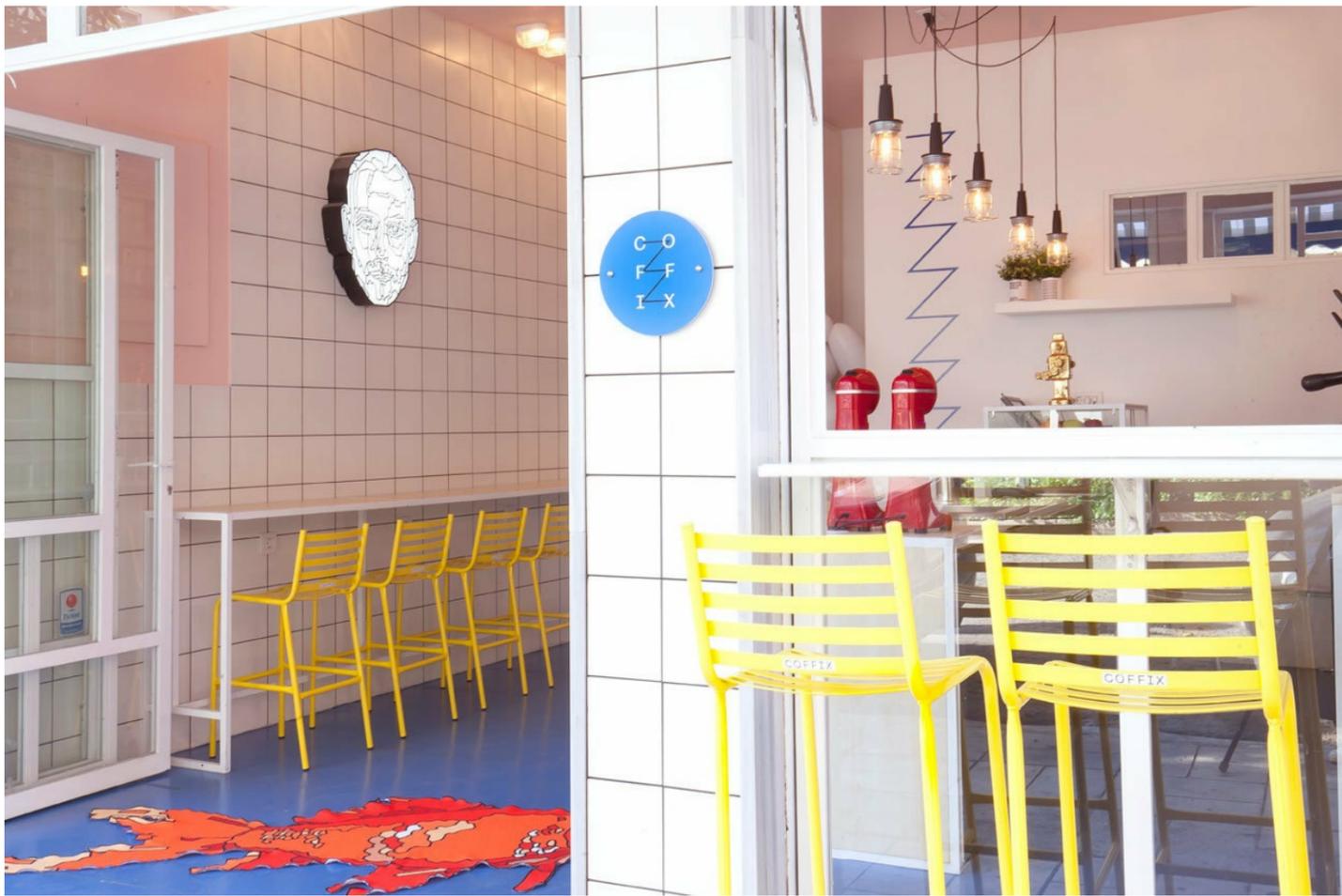
Electric Slide[walk]

A new sidewalk outside of several pop-up shops in London generates electricity to power nearby street lamps and Bluetooth systems when shoppers walk down it. This smart sidewalk can also track shopping patterns to help surrounding businesses gain a better understanding of their audiences. Furthermore, consumers can identify how far they've walked and how much electricity they've generated via a phone app. Local shops support the initiative by offering deals and coupons to shoppers based on the amount of electricity they've contributed. [Learn more here.](#)

Image source: www.designboom.com

Inspiring International Design

Get Your Coffix



We love the bright, quirky design of Coffix, a colorful coffee shop in Athens, Greece. Designed by Studiomaticity, the shop features an animated color palette of blues, yellows and pinks and includes whimsical decorative items such as a giant balloon dog and chrome robots. To top off the look, the shop boasts a creative logo and baristas decked out in lab coats and colorful scarves. If you can't make it all the way to Greece to see the coffee shop, [view more of it here](#).

Image source: www.design-milk.com

The coolest thing some of our team members did this month? A trip to St. Joseph, MO to watch the total solar eclipse!





Photo credit: Ben Cooper from LaunchPhotography.com

