



## Designing environments to move minds and merchandise

*An award-winning interior design, branding, and consulting firm known for creating influential spaces*

Retail | Corporate | Hospitality | Attractions | Destinations



Changing the customer experience to influence behavior to build relationships, power up sales, and move mountains. Really.

### Retail space

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Any built environment in which a customer enters the front door to buy a product or a service

**NEVER UNDERESTIMATE THE POWER OF A WELL-DESIGNED ENVIRONMENT**

*Jane Falk*



## Your brand.

We're not just talking about a logo.  
We're talking about personality and attitude.  
We're talking about an experience.

Who are you? What's your story?

How do your customers see, experience,  
and interpret your brand?

Is it (still) effective?

Does it touch everything you do?

How is it being translated into your business's interior?

## The right design can change everything.

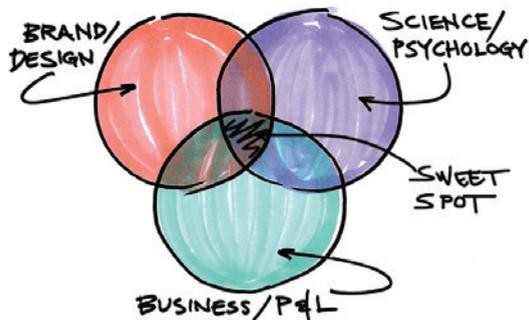
The right design enhances the perceived value of your product or service. It creates an environment that is multi-sensory and emotionally engaging. Image, layout, design and decor are extremely powerful marketing tools.

Used correctly, they inspire customers to buy, and keep employees motivated.

## We're successful because we make our clients successful.

Our designs work because we combine the best of proven branding and design principles with the latest in environmental psychology and consumer behavior, and because we have a deep understanding of business operations and accountability.

It's a sweet spot only years of experience can achieve.



## Not just function but design

“ It's no longer sufficient to create a product, a service, an experience, or a lifestyle that is merely functional. Today it's economically crucial and personally rewarding to create something that is also beautiful, whimsical or emotionally engaging. ”

—Daniel Pink, *A Whole New Mind*

## According to consumer neuroscience research

our brains react to stimuli in milliseconds. They're so in tune with what's going on around us that the feelings that guide our behavior exist within our subconscious well before we're even aware of them. And, up to 85% of our purchase decisions are made with our right brains, the side of our brain that processes information in a holistic, emotional, and intuitive (subconscious) way.

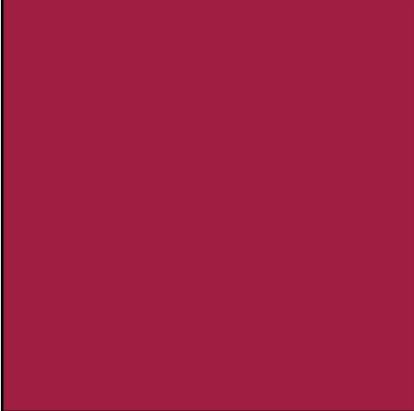
Knowing this, **is the way you're currently selling your products and services as effective as it can be?**

Making a first impression is crucial to your success. Retailworks will show you how to use this science to your advantage.

*80% of all consumers who engage with their selling environment go on to make a purchase*

*Our entire design philosophy comes down to understanding and responding to energies and the immutable Laws of Nature - how we as humans, and then as consumers, react to all the variables that bombard us in a built environment. Manipulating these variables to get a desired outcome is what we do.*

—Lyn Falk, founder/owner



## Asking the smart questions

that directly affect your customer's behavior.

### Does your interior have amazing and memorable emotional content?

*Emotion is a significant motivator. Customers connect to a business on multiple levels. The design of your interior helps create positive, long-lasting relationships. Be honest, you want your customers to fall in **love** with you.*

### How would someone feel about your brand if they only saw your business's exterior? (building, landscape, parking lot)

*People make judgments in an instant. Are you making a powerful first impression? Are your customers tempted to walk in, or keep on walking?*

### Are you appealing to your customers' six senses?

*That's right, six. Your customer's sixth sense, intuition, is key to their experience. Their behavior is largely affected by smell, music/sound, color/lighting, and texture. It's critical to get these variables right if you want your customers' sixth sense to say, "Buy here".*

### Is your lighting highlighting your products, and guiding your customers in the best way possible?

*Wrong lighting can quickly ruin a customer's experience. Period.*

### How are you communicating your critical messages? How many of the signs on your exterior and in your space are truly useful and being read?

*Used properly, signs serve as significant brand enhancers and are still the best silent sales person. Unfortunately, sign pollution is alive and well in most businesses, which means most customers aren't reading them.*

### Does your digital marketing match the brick and mortar experience?

*Updating one without the other can spell disaster. Consistency and carry-through are critical to capturing and keeping the attention of today's savvy consumer. Short change the experience on one end and cut short the relationship.*

## Experience? We have ample.

Since the 1980s, Lyn Falk has been creating and delivering smart, effective 3-D brand and design solutions, positively affecting the bottom line of hundreds of businesses.

She is an award-winning designer, national speaker, and published author. Her work has been acknowledged over 150 times in over 80 different publications.

Lyn surrounds herself with a smart, sophisticated and fun team of experts that will **change the way you look at your business, and the way your business looks.**

You don't have to take our word for it. We have clients that have volunteered to share their story. Email: [solutions@retailworksinc.com](mailto:solutions@retailworksinc.com) for a list of references.



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INC.

## Not sure where to start?

### AUDITS

Find out what's working for you and/or against you.

Our experts will audit your exterior/interior of your business and your existing brand including digital marketing. They will determine strengths and weaknesses to help you make informed, effective decisions when it comes to updating your image, identity, brand, building façade, and interior.

Find out how to capitalize on your strengths and remediate the problem areas.



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## Need more than an audit?

No problem. Retailworks has a comprehensive list of services and products to take your company to a whole new level.

### Branding

- Research
- Naming
- Messaging & brand management
- Identity & graphic standards

### Environment

- Evaluation of store location
- Evaluation of site dynamics
- Exterior & interior design audit
- Consumer Behavior Analysis
- Architecture and interior design
- Layout-space planning
- Programming
- Sign design guidelines
- Digital messaging
- Merchandising strategies
- Displays (interior, windows)
- Rapid prototyping
- Lighting systems
- Fixtures and furnishings
- Interactive technology
- Secret Shopper Service

### Products

- Slatwall
- Display props & risers
- Signage
- Transaction counters
- Reception counters
- Communication boards
- Fixtures & furnishings
- Finishes

### Main Street Revitalization

- Downtown branding
- Presentations
- Consultations
- Streetscaping
- Façade improvements
- Window displays

### Education

- Seminars
- Presentations
- Workshops

### Marketing

- Advertising
- Promotions
- Print
- Web branding
- Digital
- Press releases
- Event planning

### Visual Merchandising & Display

- Seasonal Display Programs
- Corporate Brand Displays
- City on Display Exhibits
- Branded art installations
- Window Vignettes
- Display Audits
- Interior Displays (showcases, endcaps, tabletops)
- Merchandising Services

*best*  
You can trust us to do the job for you.



www.retailworksinc.com