Branding from the Floor Up: How to Build Successful Retail Brands in a Changing Marketplace
Chapter 3

Retail Store Design: Branding, Image, and Exterior Appeal
In Seconds...

- A shopper should be able to determine a store’s
  - Name
  - Line of trade
  - Claim to fame
  - Price position
  - Personality
Elements That Compose the Store Environment

LO 1: Exhibit 13.1

Visual Communications
Retail Identity
Graphics
POS Signage

Store Planning
Space Allocation
Layout
Circulation

Store Image
And
Productivity

Store Design
Exterior Design
Ambiance
Lighting

Merchandising
Fixture Selection
Merchandise Presentation
Visual Merchandising
Retail Store Image

• Mental picture that a retailer tries to project to the consumer.
• To a consumer, it is a person's attitude towards a store.
• Need to project an image, a functional and psychological image in consumer's minds that is acceptable to the target market.
• Depends on the atmospherics, reputation, number of services offered, product mix, pricing etc.
• FAO Schwartz "It is important to leave people with a memorable image of your store.
• At Disneyland, it's Cinderella's castle. For us, it's the clock."
Store Design and the Corporate Image

• The outlet and its environment play a large part in the formation and maintenance of a corporate image

• A favourable corporate image is vital to retain loyal customers

• Updating and refurbishing stores tells the customer the retailer is in touch with their needs

• Leave it so long that a design overhaul is necessary runs the risk of customer alienation
The Exterior Design

- Communicates to customer who retailer is and what they stand for
- Fascia
  - name, logo, corporate graphics and colours
- Store entrance
  - open
  - semi-open
  - funnel / recessed / lobby
  - standard door
- Window
- Location
Store Image

• A well established qualitative, all-encompassing evaluative tool
• ‘the way in which the store is defined in the shopper’s mind’ (Martineau, 1958)
• Retail images need to be reinforced and provide added benefit to shoppers
• Retail images now need to transcend multi-format organisations
• Design plays an important part in developing a retail image
The Retail Brand

- A retail brand is an extension of branding that is associated with the product range.
- The retail brand encompasses the product and the processes associated with a company that a consumer chooses to shop.
- Many retailers have extended their core product ranges under the umbrella of the retail brand to increase the variety of product categories on offer.
- Design plays a role in the retail brand extension process, by increasing brand awareness, reinforcing brand values, and developing new markets.
Brands

Distinguishing name or symbol, such as a logo, that identifies the products or services offered by a seller and differentiates those products and services from those offered by competitors.
Value of Brand Image

**Brands**

**Value to Retailers (Brand Equity)**
- Attract Customers
- Build Loyalty
- Higher Prices Leading to Higher Gross Margin
- Reduced Promotional Expenses
- Facilitates Entry into New Markets
  Gap ➔ GapKids

**Value to Customers**
- Promises Consistent Quality
- Simplifies Buying Process
- Reduces Time and Effort Searching for Information About Merchandise/Retailer
Building Brand Equity

Create a High Level of Brand Awareness

Develop Favorable Associations

Consistent Reinforcement

Create Emotional Connections
Pick n Pay
Fruit and Veg City

The fresher food store.
Apple
Benefits of High Brand Awareness

Aided Recall
Top Mind Awareness

Stimulates Visits to Retailer
Creating Brand Awareness

- Memorable Name
- Repeated Exposure
- Symbols
- Event Sponsorship

Top-of-mind Brand Awareness

- Pick n Pay
- McDonalds
- Vodacom
- Nike
Retailers Develop Associations with their Brand Name

Brand name is a set of associations that are usually organized around some meaningful themes.

Brand associations: anything linked to or connected with the brand name in a consumer’s memory.

Merchandise Category – PNA– stationary

Price/quality – Gucci –, high fashion merchandise

Specific attribute or benefit – 7-Eleven – convenience
McDonald’s Brand Associations

- Fast Food
- Golden Arches
- Big Mac
- French Fries
- Clean
- Ronald McDonald
L.L. Bean’s Brand Associations

- Friendly
- New England
- Practical
- Expertise
- Outdoors
- Honest
Consistent Reinforcement

The retailer’s brand image is developed and maintained through the retailer’s communication mix.

- Retail Communication Mix
  - Advertising
  - Public relations
  - Sales promotion
  - Salespeople
  - Store atmosphere and visual merchandising

Objectives
- Inform
- Persuade
- Remind
Elements of Retail Image

Overall Retail Image

- Attributes of physical facilities
- Shopping experiences
- Community service
- Promotion tools (Advertising, Public relations, Personal selling, Sales promotion)

- Pricing
- Merchandise attributes
- Store location
- Customer service
- Firm’s positioning
- Target market
Establishing and Maintaining a Retail Image

- **Image**: how the retailer is perceived by customers and others
- **Positioning**: the firm’s strategy that projects the image in relation to its competitors –
Image

• The personality of the store...
• Types of merchandise or services
• Quality
• Sales Associates
• Bags and Packaging
• Colors of the décor
• Fixtures and Equipment
• Music, Lighting, Scent
Elements of Traditional Exterior

- Storefront
- Marquee
- Entrances
- Display Windows
- Height of Building
- Size of Building
- Sign

- Visibility
- Uniquenessness
- Surrounding Stores
- Surrounding Area
- Parking

• **What is the analogy to a web site?**

• **Dissability access?**
Retail Store Design
“Creating a Powerful Store Image”
You never get a second chance to make a first impression...

• A store’s appearance holds the most sway in enticing customers through the doors.

• People tend to sum up their initial store encounter in visual terms.

Apple Store in NYC has a unique design that draws customers inside.
10 ways to turn off customers

-First Impressions-

- Dirty bathrooms
- Messy dressing rooms
- Loud music
- Handwritten signs
- Stained floors or ceiling tiles
- Poor lighting
- Offensive odors
- Crowded aisles
- Disorganized checkout counters
- Lack of shopping carts/baskets
“The Image-Makers”

1. An Identifiable Store Name
2. A Powerful Visual Trademark
3. An Unmistakable Store Front
4. An Inviting Entrance
5. A Consistent and Compelling Store Look and Hook
1. Identifiable Store Names

- Sets the tone of the store
- Distinguishes a store in the customer’s mind
- Store name should be easy to say and remember
2. Powerful Visual Trademarks

• Provides a visual image to accompany a store name
• Combine words, pictures, colors, shapes, and styles to make it stand out
• Store should be identifiable even without seeing store name
3. Unmistakable Storefront Traffic-Stoppers

• Provide instant recognition and recall
• Must project a welcoming, clear, and concise image of what’s inside
• Use thoughtful combo of exterior architecture, signage, and window displays
4. Store Entrance

- Mall retailers easily lure costumers in with wide open entrances from the main mall
- Visual clutter near store entrance may turn off customers
- Street retailers need an unobstructed and welcoming doorway to attract nearby motorists
Store Entrances

- How many entrances are needed?
- What type of entrance is best?
- How should the walkway be designed?
How a Store Entrance Can Generate Shopper Interest
The Cango Wildlife Ranch Entrance
5. Store Look and Hook

• Visual Look
  – An inviting entrance is crucial for a positive first impression
  – Inside store should be organized and consistent to limit confusion

• Visual Hook
  – Diverts customer’s attention with a “Stop! There’s something here for you!”
  – Should combine all visual merchandising components
  – Many store retailers are using sensory appeal for the total package
colour... stimulates sales
WOW… chocolate fountain – who can resist
Sources

- http://www.sideroad.com/Retail_Services/store-design-visual-merchandising.html
- http://retail.about.com/od/storedesign/tp/store_donts.htm